



## Activision's Spider-Man 2™ Video Game Tops Worldwide Retail Charts

Santa Monica, CA - July 21, 2004 - Activision, Inc. (Nasdaq: ATVI) announced today that its *Spider-Man 2*™ video game is topping worldwide sell-through charts. Just five days after its initial U.S. launch, the game debuted as the #1 best-selling video game across all platforms in the U.S., according to NPD TRSTS Data. Additionally, the *Spider-Man 2* video game was the #1 selling video game across all platforms in the U.K. for the week ending July 17, according to the U.K. Chart Track Flash Report and the #1 selling video game for overall in Australia for the week of July 9, according to GfK Inform Database.

"The solid launch of the *Spider-Man 2* video game is a testament to the quality of the game and interest in the film, which is one of the best reviewed movies of the year, as well as the overall strength of the franchise," said Ron Doornink, President and CEO, Activision Publishing. "The movie has already grossed over \$500 million worldwide to date and we expect consumer awareness to broaden as the film continues to open around the world."

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$948 million for the fiscal year ended March 31, 2004.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia and the Netherlands. More information about Activision and its products can be found on the company's World Wide Web site, which is located at [www.activision.com](http://www.activision.com).

The statements made in this press release that are not historical facts are "forward-looking statements". These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.