



Activision Selects Secret Weapon Marketing for its Television Creative Advertising

Santa Monica, CA - April 11, 2003 -- Activision, Inc. (Nasdaq: ATVI) has selected Santa Monica-based Secret Weapon Marketing as its new television creative advertising agency. Secret Weapon Marketing was selected from a group of eight agencies after presentations were made to Activision executives throughout the past six weeks. As part of the review process, the company developed a broadcast campaign for a new Activision game, *True Crime: Streets of L.A.*[™], that will be introduced this Fall.

Additionally, Activision has extended its relationship with MediaVest Worldwide, a leading media planning and buying agency, and Activision's TV AOR for the past 3 years.

"Secret Weapon Marketing's presentations impressed us with their fresh approach and thinking to our business," stated Denise Walsh, vice president of creative services and operations, Activision, Inc. "The agency's strategic ability to identify with the core of each of our titles coupled with their creative firepower will insure that our games will break through the clutter. Secret Weapon has created some of the most interesting television advertising targeting our audience and we are excited to be working with a company that has such strong commitment to delivering great creativity."

"Activision gave us a very thorough brief that allowed us to explore a wide range of executions," commented Dick Sittig, founder and creative director, Secret Weapon. "We had a blast working on this and we look forward to launching their new titles."

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, 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.

The statements contained in this release that are not historical facts are "forward-looking statements". 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. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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