



Activision To Release Fourth Quarter And Fiscal 2004 Year End Results On May 6, 2004

Santa Monica, CA - April 27, 2004 - Activision, Inc. (Nasdaq: ATVI) intends to release its Fourth Quarter and Fiscal 2004 year-end results after the close of market on Thursday, May 6, 2004. In conjunction with this release, Activision will host a conference call that will be broadcast over the Internet.

**Thursday, May 6, 2004
1:30 pm Pacific Daylight Time (4:30 pm Eastern Daylight Time)**

**In order to listen to the call dial:
(913) 981-4910 in the U.S.**

**or log onto:
<http://www.activision.com>**

Anyone planning to dial in to the call should RSVP to Kristina Starlin at:

**Fax: (310) 255-2177
Phone: (310) 255-2295
E-mail: kstarlin@activision.com**

An "instant replay" of the call will be available for two business days following the call's conclusion. If you would like to take advantage of this special service, you can access it by calling 719/457-0820 and entering the pass-code: 125473. It usually takes two hours following the conference to set up the recording. The online replay will be available for 30 days following the call's conclusion.

Maryanne Lataif
Vice President, Corporate
Communications
Activision, Inc.
(310) 255-2704
mlataif@activision.com

Kristin Mulvihill Southey
Vice President, Investor
Relations
Activision, Inc.
(310) 255-2635
ksouthey@activision.com