



Activision Ships Powerhouse Xbox 360 Lineup to Retail

Call of Duty 2, Tony Hawk's American Wasteland, GUN Now Available for Next-Generation System

SANTA MONICA, Calif., Nov 14, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- In conjunction with the November 22 launch of the Xbox 360(TM) video game and entertainment system from Microsoft, Activision, Inc. (Nasdaq: ATVI), announced today that it will ship the Xbox 360 versions of Infinity Ward's Call of Duty(R) 2 and Neversoft Entertainment's Tony Hawk's American Wasteland and GUN(TM) to retail outlets nationwide on November 15. The titles have already received critical acclaim with Call of Duty 2 earning an "Editors' Choice" award from Official Xbox Magazine and "Game of the Month" distinction from Game Informer and Tony Hawk's American Wasteland and GUN both receiving the "Editors' Choice" award from Gamepro magazine.

"We are excited to have some of our biggest internally developed brands debut on the Xbox 360," said Robin Kaminsky, head of global brand management, Activision, Inc. "From the stormed beaches of France, to the lawless west and the streets of L.A., Activision's launch titles harness the power of the new hardware to deliver the most realistic and immersive console gaming experiences ever."

Call of Duty 2

The sequel to the 2003 Game of the Year debuts on Xbox 360 in high- definition and full 5.1 surround sound with bigger battles, more weapons, more troops and unprecedented special effects that literally envelop next generation gamers into the cinematic intensity and chaos of war like never before. Powered by a proprietary new engine designed to utilize the power of the Xbox 360's multi-core technology, players enlist in the most authentic and realistic squad combat ever. The game's context-sensitive battle chatter system features more than 20,000 lines of dialogue, bringing the harsh sound of warfare to life. Visual effects, ranging from heat shimmers and sandy dust swaying across the scorching desert, to amazing smoke effects that fog the battlefield and characters blowing on their hands to stay warm in the winter- blizzard conditions of Russia, provide a level of realism that makes you feel as though you're in the thick of battle. Call of Duty 2 also features multiplayer game modes on Xbox Live(R) online gaming system and System Link, and even delivers intense 2 - 4 player split screen action. Call of Duty 2 is rated "T" (Teen - blood, mild language and violence) by the ESRB.

GUN

Using enhanced graphics, a blazing fast frame rate, and 720p high definition visuals, GUN for Xbox 360 puts players in the role of Colton White, a vengeful gunslinger who straddles the line between good and evil as he makes his way through the untamed West of the late-1800s where greed, lust and brutality is a way of life. Players will showdown against corrupt lawmen, a murderous preacher, renegade army psychopaths and others while waging war on horseback, collecting bounties, and commandeering trains. As they travel through an action-packed landscape of high mountain wilderness, deserts and bustling territorial towns, players uncover an epic story of betrayal and revenge. GUN is rated "M" (Mature - Blood and Gore, Intense Violence, Sexual Themes, Strong Language, Use of Alcohol) by the ESRB. For more information on GUN visit <http://www.gunthegame.com>.

Tony Hawk's American Wasteland

Running in high-definition at 60 frames per second Tony Hawk's American Wasteland harnesses the power of the Xbox 360 and lets gamers make an expansive streaming L.A. skate world their personal playground. In a plot- twisting story that pays homage to the roots of skateboarding, players can skate or bike from the Santa Monica boardwalk to the star-studded sidewalks of Hollywood as they customize and upgrade their characters, unlock new tricks and choose missions without load screens or levels. Tony Hawk's American Wasteland also takes the action to new heights with expanded controls that allow players to pull off more sick tricks than ever before and new multiplayer modes including exclusive Xbox Live support for Xbox 360, including Achievements and Leaderboards, and a two-player co-op classic mode. Tony Hawk's American Wasteland is rated "T" (Teen - Blood, Crude Humor, Language, Suggestive Themes, Violence) by the ESRB.

Call of Duty 2, GUN and Tony Hawk's American Wasteland are available now for a suggested retail price of \$59.99.

About Activision, Inc.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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 <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.

Xbox, Xbox 360, and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

Activision and Call of Duty, Tony Hawk and GUN are registered trademarks of Activision Publishing, Inc. All rights reserved.

SOURCE Activision, Inc.

Michelle Schroder, Senior PR Director, Activision Games of Activision Inc.,
+1-310-255-2508, mschroder@activision.com

<http://www.prnewswire.com>

Copyright (C) 2005 PR Newswire. All rights reserved.

News Provided by COMTEX