



Activision And ID Software Confirm Summer 2004 Ship Date For Doom 3

Santa Monica, CA - May 11, 2004 - Activision, Inc. (Nasdaq: ATVI) confirmed today that id Software's highly anticipated **DOOM 3™** will be released this summer for the PC. The latest installment in one of the most successful franchises in gaming history, **DOOM 3** utilizes id's revolutionary new 3D graphics engine to draw players into the most frightening and gripping gaming experience ever created.

"**DOOM 3** is the most anticipated PC game of the year and fans around the world are eagerly awaiting its release," Ron Doonink, CEO, Activision Publishing. "Id is delivering the most compelling horror gaming experience to date, so get ready for **DOOM**."

"This summer we're sending game fans on a first-class trip to Mars - with a layover in Hell," said Todd Hollenshead, CEO, id Software. "**DOOM 3** is coming to the PC and delivering the most atmospheric, terrifying and visually mind-blowing gaming experience ever conceived."

About id Software

id - Freud's primal part of the human psyche and one of the hottest game shops on Earth - has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as Wolfenstein 3D®, DOOM®, DOOM II®, QUAKE® and QUAKE II®. With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. And, in keeping with tradition, id Software has amplified the world of adrenaline pumping 3-D gaming with the release of their latest action titles, QUAKE III Arena®, QUAKE III: Team Arena™, and Return to Castle Wolfenstein®. id Software's advanced DOOM 3™ engine is leading the next revolution in 3-D interactive games. Check out more about id Software at www.idsoftware.com.

About Activision

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.

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.

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