



Activision Value Publishing Ships American Chopper™

New Video Game Based on Wildly Popular Discovery Channel Series Screams into Retail Outlets Across North America

Minneapolis, MN - November 23, 2004 - Activision Value Publishing, a wholly-owned subsidiary of Activision, Inc. (Nasdaq: ATVI), in a licensing agreement with Discovery Consumer Products, announced today that it has shipped its newest release, **American Chopper**, based on the phenomenally successful Discovery Channel series of the same name. Available now for the PlayStation®2 computer entertainment system for a suggested retail price of \$29.99, **American Chopper** has been rated "T" for Teen by the ESRB. The game will be available for the Xbox® video game system from Microsoft in early December.

American Chopper provides a dynamic platform for players to build and ride personalized themed choppers, challenging your racing skills on a variety of missions and earning style points to unlock new bikes, along the way. Taking its cues from the top-rated series, players will help the show's stars Paul Teutul Sr. and Paul Teutul Jr. build some of the sickest bikes around. The player will get to ride the signature theme bikes, such as the POW/MIA Bike, Jet Bike, Black Widow Bike, or can create their own customized choppers and then put them through the paces. Players will experience life-like physics and handling as they cruise through each adventure.

"The realism of the garage is at your fingertips without getting them dirty," said Dave Oxford, General Manager, Activision Value Publishing Inc. "This game gives players a unique opportunity to understand the intricacies involved in customizing these choppers combined with the thrill of commanding them on the virtual open road."

About Discovery Consumer Products

Discovery Consumer Products is the retail and licensing arm of Discovery Communications, Inc. Discovery Consumer Products' offerings extend the Discovery experience to a worldwide audience through a broad array of entertaining and informative products and services. These include a national chain of Discovery Channel retail stores, programming-focused licensed products, a robust online shopping business (www.discoverystore.com), and strategic third-party retail and merchandising partnerships.

About Activision Value Publishing

Headquartered in Minneapolis, MN, Activision Value Publishing, Inc. is a wholly owned subsidiary of Activision Publishing, Inc. The company specializes in developing interactive entertainment software for PC markets worldwide. For more information about Activision Value Publishing, visit the company's web site at www.activisionvalue.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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