



## Activision's Holiday Titles Honored at Spike TV's "Video Game Awards" Show

SANTA MONICA, CA - December 10, 2003 - Activision, Inc. (Nasdaq: ATVI) announced today that three of its holiday titles were awarded top honors at Spike TV's "Video Game Awards" show held last Tuesday at the MGM Grand Garden Arena in Las Vegas. **Tony Hawk's Underground**, the latest installment in the #1 action sports video game franchise, **True Crime™: Streets of L.A.™**, the company's highly-acclaimed action game, and **Call of Duty™**, one of the highest rated PC games ever, were honored as Best Sports Game, Best Action Game and Best First-Person Action Game respectively.

Spike TV's "Video Game Awards" premiered Thursday, December 4 with a two-hour fete hosted by David Spade. An encore telecast of the show is scheduled for Saturday, December 13 (3:00-5:00 PM, ET/PT).

"We're honored for **Tony Hawk's Underground**, **True Crime** and **Call of Duty** to be recognized as the best games by fans around the world," stated Kathy Vrabeck, president, Activision Publishing, Inc. "The teams at Neversoft, Luxoflux and Infinity Ward worked very hard to deliver amazing gaming experiences to fans and this recognition serves as a testament to their richly talented abilities."

Spike TV, the first network for men, is available in 87 million homes and is a division of MTV Networks. MTV Networks owns and operates the cable television programming services MTV: Music Television, MTV2, Nickelodeon/Nick at Nite, TV Land, VH1, CMT: Country Music Television, and Spike TV, as well as The Digital Suite from MTV Networks, a package of thirteen digital services, all of which are trademarks of MTV Networks. MTV Networks also operates and offers joint ventures, licensing agreements and syndication deals whereby its programming can be seen worldwide.

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 \$864 million for the fiscal year ended March 31, 2003.

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](http://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, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

Michelle Nino Schroder  
Director, Corp.  
Communications  
Activision, Inc.  
(310) 255-2508  
[mnino@activision.com](mailto:mnino@activision.com)