



The Worldwide DOOM 3 Invasion Begins The Week Of August 2

Mesquite, TX - July 14, 2004 - See you in Hell! id Software™ and Activision, Inc. (Nasdaq: ATVI) confirmed today that id Software's highly anticipated **DOOM 3™** for the PC has entered manufacturing and will begin shipping to retail stores worldwide the week of August 2. A sci-fi horror masterpiece, **DOOM 3's** dramatic storyline, pulse-pounding action, incredible graphics, and ground-breaking technology combine to draw you into the most frightening and gripping first-person gaming experience ever created.

"DOOM 3 is done! And you're going to have it in your hands in a matter of days," said Todd Hollenshead, CEO, id Software. "DOOM 3 is a videogame experience unlike any before it. From the cinema quality visuals and the incredible 5.1 sound, to the terrifying atmosphere and hyper-realistic environments, the whole game screams 'interactive horror film!' Add in the most ferocious line up of demons Hell has ever brought to bear, and you have an experience so intense that you'll need to keep your heart medicine handy."

Built on id's revolutionary new 3D technology, **DOOM 3** is a terrifying battle with the forces of Hell. In **DOOM 3**, your recent assignment to the Union Aerospace Corporation's Mars research facility seemed simple enough, until their discoveries and experiments unlocked the gates to Hell itself. Now, in an epic clash against pure evil you must fight to understand who is with you, who is against you, and what must be done to stop this nightmare from reaching Earth. For more information, fans can visit WWW.DOOM3.COM. **DOOM 3** has been rated "M" for Mature by the ESRB.

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 title, Return to Castle Wolfenstein®. id Software's advanced DOOM 3™ technology 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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