



Activision Becomes #1 Publisher Overall In U.K. for Month Of July According To ELSPA / Chart-Track

Santa Monica, CA - August 12, 2004 - According to the official ELSPA / Chart-Track monthly report of entertainment software sales in the U.K., Activision, Inc. (Nasdaq: ATVI) achieved the highest market share by value of any publisher during the month of July 2004. The company's market share represented 15% of the market by value and was driven by the successful launch of two recently released movie-based games.

"The exceptional performance of our movie-based games, which ranked as the #1 and #3 titles across all platforms for July, have driven Activision U.K. market share growth and made the company the #1 publisher for the month for the first time ever in the U.K.," said Ron Doornink, CEO of Activision Publishing, Inc.

Activision's performance was further bolstered by strong back catalogue sales.

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.