



Activision To Present At The Southwest Securities Conference

Santa Monica, CA - January 5, 2004 - Activision, Inc. (Nasdaq: ATVI) today announced that Robert Kotick, Chairman and CEO, will be presenting at the Southwest Securities Conference on Wednesday, January 7, 2004 at 2:30 p.m. (PST) at the Bellagio Hotel in Las Vegas, Nevada.

Mr. Kotick's presentation will be broadcast live over the Internet. To access the webcast, please log onto:
<http://www.activision.com>.

An international publisher, developer and distributor of interactive and leisure products, Activision's games span a wide range of genres (including action, adventure, action sports, strategy and simulation) and target markets (such as game enthusiasts, value buyers and children). In addition to its genre and market diversity, the company publishes, develops and distributes products for a variety of game platforms including personal computers, the PlayStation®2 computer entertainment system, PlayStation® game console, Xbox™ video game system from Microsoft, Ninten®GameCube™ and Nintendo Game Boy Advance.

Headquartered in Santa Monica, California, Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia and the Netherlands. The company's common stock trades on The Nasdaq National Market under the symbol ATVI. More information about Activision and its products can be found on the company's World Wide Web site, which is located at <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.