



Activision Pulls the Trigger on Its Highly Anticipated Action Game GUN(TM)

SANTA MONICA, Calif., Nov 08, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- Saddle up for the ride of a lifetime! Activision, Inc.'s (Nasdaq: ATVI) highly anticipated action game GUN(TM) has shipped to retailers nationwide. Developed by Neversoft Entertainment, GUN puts players in the role of Colton White, a vengeful gunslinger who straddles the line between good and evil as he makes his way through the untamed West of the late-1800s where greed, lust and brutality were a way of life.

"GUN transports players back to a time in American history when laws were virtually non-existent and the only true friend was a gun," said Dusty Welch, vice president of global brand management for Activision Publishing. "Players will be drawn into an epic free roaming action-adventure that will have them on the edge of their seats as they brave the elements and battle challenging enemies through the backdrop of the American West."

As Colton White on a quest to find out who killed his father and in discovery of his true identity, players will showdown against corrupt lawmen, a murderous preacher, renegade army psychopaths and others while waging war on horseback, collecting bounties, and commandeering trains. As they travel through an action-packed landscape of high mountain wilderness, deserts and bustling territorial towns, they uncover an epic story of betrayal, greed, and revenge.

Screenwriter Randall Jahnson, whose credits include Mask of Zorro and The Doors, penned GUN. The story is brought to life by a voice cast of talented actors including Thomas Jane as vengeful gunslinger Colton White; Kris Kristofferson as Colton's mountain man father, Ned; Tom Skerritt as Resistance Fighter Clay Allison; Brad Dourif as evil preacher Josiah Reed; Ron Perlman as Mayor Hoodoo Brown of Empire, New Mexico; and Lance Henriksen as the obsessive tyrant Thomas MacGruder.

For more information on GUN visit www.gunthegame.com. To learn about GUN's backstory and discover hidden secrets of the GUN world visit the poker tables at www.lastcallpoker.com.

GUN is now available for the PlayStation(R)2 computer entertainment system, Xbox(R) video game system from Microsoft and Nintendo GameCube(TM) for a suggested retail price of \$49.99 and Windows(R) PC for a suggested retail price of \$39.99. It will be available for the Xbox360(TM) video game and entertainment system from Microsoft the week of November 15. GUN is rated "M" ("Mature" -- Blood and Gore, Intense Violence, Sexual Themes, Strong Language, Use of Alcohol) by the ESRB.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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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Peter Binazeski, PR Manager, Activision Games, of Activision, Inc., +1-310-255-2784,
pbinazeski@activision.com

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