



Tony Hawk's Pro Skater™ 3 and Wreckless: The Yakuza Missions™ achieve Microsoft's "PLATINUM HITS" status

Santa Monica, CA - February 12, 2003 - Activision, Inc. (Nasdaq: ATVI) announced today that two of its acclaimed titles for the Xbox™ video game system from Microsoft, Tony Hawk's Pro Skater 3 and WRECKLESS: The Yakuza Missions™, have been selected for inclusion in Microsoft's "Xbox Platinum Hits" program. The new "Platinum Hits" program launched on February 11, 2003 with over a dozen best-selling Xbox games, repackaged with the "Platinum Hits" banner. The titles carry a suggested retail price of \$19.99.

The "Platinum Hits" series offers a line-up of game titles proven to be all-time favorites. To qualify for inclusion in the program, a game must be on store shelves for nine months and have sold well at retail prior.

Tony Hawk's Pro Skater 3 allows players to perform tricks and combos in some of the world's most popular skate locations, including Los Angeles, Canada and Tokyo as they navigate through levels filled with people, traffic, and other interactive elements. Vert and street skaters will each face different goals that are designed to challenge them in their specialty.

Set in the streets of Hong Kong, WRECKLESS: The Yakuza Missions allows players to take on two distinct roles, each with its own storyline: that of an elite anti-Yakuza squad member taking on the vicious mafia or as a high-level secret agent trying to uncover corrupt ties between the mafia and the police. WRECKLESS: The Yakuza Missions takes this thrilling genre to new heights with ultra-realistic, vast, interactive environments that offer unique, pulse-pounding missions, real-time car damage, instant replays and action-packed gameplay.

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, 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 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, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

Xbox is a trademark of Microsoft Corporation in the United States and/or other countries.

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