



## **Activision's Street Hoops™ Brings Blacktop Action to the Nintendo GameCube™**

Santa Monica, CA -- December 3, 2002 - Nintendo owners can now rule the courts street-style with the release of Activision, Inc.'s (Nasdaq: ATVI) Street Hoops™ for the Nintendo GameCube™. The game features playground legends Half Man Half Amazing, Headache, Hot Sauce and more, as featured in the AND 1 Mix Tape Series; a powerful hip-hop soundtrack; authentic apparel; and some of the toughest courts like NYC's "The Cage" and Rucker Park. Street Hoops is currently available at retail outlets nationwide at a suggested retail price of \$49.99 and is rated "T" (Teen - gambling, strong lyrics) 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 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](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, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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