



## **Activision To Release First Quarter Fiscal 2005 - Results On July 21, 2004**

Santa Monica, CA - July 13, 2004 - Activision, Inc. (Nasdaq: ATVI) intends to release its First Quarter Fiscal 2005 results after the close of market on Wednesday, July 21, 2004. In conjunction with this release, Activision will host a conference call that will be broadcast over the Internet.

**Wednesday, July 21, 2004  
1:30 pm Pacific Daylight Time (4:30 pm Eastern Daylight Time)**

**In order to listen to the call dial:  
(719) 457-2617 in the U.S.**

**or log onto:  
<http://www.activision.com>**

Anyone planning to dial in to the call should RSVP to Celeste Puskas at:

**Fax: (310) 255-2177  
Phone: (310) 255-2640  
E-mail: [cpuskas@activision.com](mailto:cpuskas@activision.com)**

An "instant replay" of the call will be available for two business days following the call's conclusion. If you would like to take advantage of this special service, you can access it by calling (719) 457-0820 and entering the pass-code: 280188. It usually takes two hours following the conference to set up the recording. The online replay will be available for 30 days following the call's conclusion.