



Michael Giacchino Signs To Score Activision's Call Of Duty Franchise

Santa Monica, CA - Aug. 12, 2003 - Activision, Inc. (Nasdaq: ATVI) announced today that film, television and award-winning interactive game composer Michael Giacchino has signed-on to score its new line of first-person action games -- **Call of Duty™** for the PC and **Call of Duty: Finest Hour™** for the next generation consoles. Giacchino's credits include the popular television series Alias, and renowned game soundtracks for Medal of Honor Frontline™, Medal of Honor Allied Assault™, Medal of Honor™ Underground and Medal of Honor.

"We're absolutely thrilled to have Michael scoring **Call of Duty**," said Larry Goldberg, executive vice president of Activision Worldwide Studios. "Time and again, he's mastered the art of telling a story through deep, rich musical tracks and careful pacing that envelop audiences into an all-encompassing atmosphere of action, intrigue and suspense."

"I am extremely thrilled to be working with Activision, Spark and Infinity Ward on the **Call of Duty** franchise. These are some of the best and most dedicated game creators in the business. I look forward to re-teaming with producers Vince Zampella and Scott Langteau on both titles and taking the next step in creating an even better gaming experience for **Call of Duty** players," stated Michael Giacchino.

"Ever since we heard of the potential of Michael working with us, we have been very excited," said Grant Collier, President of Infinity Ward, developer of **Call of Duty**. "Now we'll be able to reach the players through the 'Giacchino signature style,' a continuation of the **Call of Duty** brand promise to give gamers the highest quality experience possible."

"I consider it an honor to be working with Michael once again," said Scott Langteau, Chief Operating Officer of Spark Unlimited, developer of **Call of Duty: Finest Hour**. "Together, we've forged a long-standing and creative professional relationship. Michael's the perfect fit to collaborate with us on **Finest Hour**, his ability to evoke mood, setting, and emotional involvement complement what the **Call of Duty** brand is all about - delivering an awe-inspiring epic where players sense the personal sacrifice of soldiers and the gritty realism and chaos of war."

About Activision, Inc.

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 \$864 million for the fiscal year ended March 31, 2003.

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, 2003, 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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