



Activision's October/November Console and Handheld Sales Increase 27% Year Over Year

SANTA MONICA, Calif., Dec. 10 /PRNewswire-FirstCall/ -- Activision, Inc. (Nasdaq: ATVI - News) announced today that the company's console and handheld sales for the months of October and November combined increased 27% to \$114 million as compared to \$90 million for the comparable period last year, according to NPD Funworld. The company's sales during the two months were driven by two top-10 titles across all platforms, Tony Hawk's Underground 2, which was the #4 best-selling game and X-Men™ Legends, which was the #8 best-selling game for the period. Additionally, Spider-Man 2™ for the Nintendo DS was the #1 best-selling third party title and Call of Duty: Finest Hour™ was the #10 best-selling title across all platforms for the month of November.

"We are pleased with our strong year-over-year sales and are very encouraged by the initial response to the Nintendo DS," stated Ron Doornink, CEO, Activision Publishing, Inc. "Our new releases and catalogue titles continue to perform well, including Call of Duty: Finest Hour, which shipped on November 16 and was a top 10 game."

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 \$948 million for the fiscal year ended March 31, 2004.

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.