



## Activision Appoints Tim Riley Worldwide Executive Of Music

Santa Monica, CA - August 26, 2003 - Activision, Inc. (Nasdaq: ATVI), a leading worldwide developer, publisher and distributor of video games and interactive entertainment products, announced today that music industry veteran Tim Riley has joined the company as worldwide executive of music. Riley brings to Activision more than 11 years of experience in the music industry and an extensive background in music licensing and supervision.

In his new position, Riley will direct all activities concerning the integration of music into the company's games and aggressively seek opportunities to expand Activision's alliances with record labels around the world. Additionally, he will identify, negotiate and secure worldwide music licenses for Activision's products. Supporting Riley in his new role will be Brandon Young who joins Activision as music supervisor and licensing coordinator.

"We are very pleased to welcome Tim as a key member of our team," said Larry Goldberg, executive vice president of worldwide studios. "Tim and Brandon's broad experience will help us increase our strong relationships with major music labels and artists."

Prior to joining Activision, Riley was a founding partner of Westies Music, a Venice, CA-based company that provided music supervision for action sports films and video games. Before this, he founded and served as president of Go Big! Entertainment, a music/lifestyle company and independent record label. While at Go Big!, Riley launched the Free Air CD series, as well as CDs from such original artists as Shortie and Innercorse. Go Big! also provided music for award winning action-sports films and events including Tony Hawk's Boom Boom Huck Jam tour, Strapped, Laird and Seth, among others. Prior to this time, Riley held A&R positions at some of the top record labels including Jive, Giant/Revolution, Warner Bros., and Geffen, as well as Zomba Music Publishing.

Young joins Activision with several years of music supervision and licensing experience. Most recently he worked with MTV placing music for such shows as "Sorority Life & Fraternity Life." Prior to this he worked in commercial advertising for Ten Music where he placed and licensed music for numerous ads ranging from Nissan to Adidas.

"Activision is a world-class company with an extensive portfolio of brands," said Riley. "The company's industry leading position, top-selling titles and proven development talent make it an ideal music licensing partner. I'm pleased to join Activision at a time when music continues to play a greater role in the success of video games and look forward to developing new relationships and co-promotional opportunities between Activision and record labels."

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](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, 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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