



Activision's Greg Hastings' Tournament Paintball MAX'D Burns a Lane into Retail Stores Nationwide; Follow-Up to 2004 Sleeper Hit Takes High Caliber Paintball Action to New Heights

MINNEAPOLIS, Oct 18, 2005 (BUSINESS WIRE) -- With the release of Greg Hastings' Tournament Paintball MAX'D (GHTP MAX'D) the intensity and innovation of the 2004 sleeper hit returns to the Xbox(R) video game system from Microsoft. With new features such as Breakout Manager and Field Editor, the franchise's continued focus on speed, tactics and teamwork separate this first person action game from the pack. GHTP MAX'D is available now from Activision, Inc. (Nasdaq:ATVI).

GHTP MAX'D sets the tone with a breakthrough feature set providing limitless gameplay possibilities for gamers. The new Breakout Manager gives gamers complete control of their AI teammates' positions, moves and targets at the start of the game. This control is so complete that gamers can even direct their AI teammates to maintain shooting at key positions known as "Burn Lanes." In addition, the new Field Editor and Split Screen features enable gamers to create their own fields and test their skills with multiplayer split-screen action, allowing both head-to-head competition and Co-Op play on their own created fields.

"With more than 120,000 registered users on Xbox Live, Greg Hastings' Tournament Paintball is among the most popular multiplayer games for the platform," said David Oxford, Activision, Inc. "Now with GHTP MAX'D, fans and new players alike will experience a whole new level of intensity and innovation."

GHTP MAX'D builds on the speed, tight controls and recognized innovative features that made the original GHTP a 2004 sleeper hit. In GHTP MAX'D, gamers engage in "play for real" action to carry them through 213 field layouts and 29 tournaments offered in the game. Using a combination of speed and tactics to take out their opponents, including 14 pros from Keely Watson and Chris LaSoya to Greg Hastings, players are constantly challenged by the limitless combinations of team match ups and field layouts. From designing their own fields to taking control of the team with voice and field commands, gamers must utilize true tactics and strategy to earn their degree from the GHTP Shooter School of Tricknology.

The Xbox Live factor plays heavy with this game. Over 120,000 registered gamers have played the original GHTP on Xbox Live and the game has consistently ranked in the Xbox LIVE Top 25 games since its launch last year. GHTP MAX'D is poised to pick up where the first game leaves off with the ability to have up to four players on the same Xbox. Career Mode Co-Op also lets players join with friends to break up the pros or taking each other on head-to-head.

A groundbreaking game would not be complete without an outstanding soundtrack. The GHTP MAX'D soundtrack is setting a new standard for music in video games. Working together for the first time, multi-platinum artists DJ Lethal (Limp Bizkit) and B-Real (Cypress Hill) have recorded a new hip-hop song entitled "Play for Real" for the GHTP MAX'D soundtrack. In addition, the soundtrack features Puddle of Mudd, and several up and coming bands.

GHTP MAX'D is available for the Xbox video game system from Microsoft for a suggested retail price of \$39.99 with other platforms to follow soon. The game has been rated "E10+" by the ESRB for ages 10 and up. For more information about the game visit www.activisionvalue.com.

About Xbox

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

About Xbox Live

Xbox Live, which launched in the United States Nov. 15, 2002, allows gamers to play multiplayer Xbox games with other gamers everywhere via a broadband connection. With a built-in hard drive and Ethernet port, the Xbox console is the only video game system built from the ground up for online gaming, negating the need to buy additional, costly peripherals or upgrades. Xbox Live enables gamers to easily find their friends; talk to other players during game play through the Xbox Communicator headset; download current statistics, new levels and characters to their Xbox hard drive; and play online -- all exclusive features to Xbox Live.

About Activision, Inc.

Headquartered in Santa Monica, Calif., Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.4 billion for the fiscal year ended March 31, 2005.

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.

SOURCE: Activision, Inc.

for Activision, Inc.
Stacia Kirby, 206-363-1492
stacia@speakeasy.net

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