ACTIVISION | BLIZZARD

Activision Ushers In The Holiday Season With Action-Packed Game Line-Up For The Entire Family

Santa Monica, CA - November 11, 2004 - With the holiday season around the corner, Activision, Inc. (Nasdaq: ATVI) is showcasing a video game line-up that is sure to bring holiday cheer to every member of the family. The slate includes games based on high profile movies including Paramount Pictures, DreamWorks Pictures and Nickelodeon Movies' highly anticipated "Lemony Snicket's A Series of Unfortunate Events™," DreamWorks' "Shark Tale™," DreamWorks' "Shrek 2™," and Columbia Pictures' "Spider-Man® 2"; as well as popular interactive entertainment properties including *Call of Duty™: Finest Hour*, id Software's *DOOM 3™*, The Creative Assembly's *Rome: Total War™*, *Tony Hawk's Underground 2*, *Vampire®: The Masquerade - Bloodlines™* and *X-Men™ Legends*.

Movie-Inspired Games:
Lemony Snicket's A Series of Unfortunate Events™ - Lemony Snicket's A Series of Unfortunate Events is based on the popular book series and the upcoming Paramount Pictures, DreamWorks Pictures and Nickelodeon Movies film starring Jim Carrey, Jude Law as the voice of Lemony Snicket and Meryl Streep. Lemony Snicket's A Series of Unfortunate Events has been rated "E" for Everyone. (PlayStation®2, Xbox®, Nintendo GameCube®, Game Boy® Advance and PC)

DreamWorks' *Shark Tale™ - * Players experience the fun and adventure of the DreamWorks' movie by assuming the role of Oscar, a fast-talking little fish working his way up the food chain, who becomes an unlikely hero as he searches for an easy path to fame and fortune. *Shark Tale* has been rated "E" for Everyone. (PlayStation 2, Xbox, Nintendo GameCube, Game Boy Advance and PC)

*Shrek 2™ - * Developed in conjunction with DreamWorks, *Shrek 2* is the only game that re-creates the magic, humor and fun of the blockbuster "Shrek 2" feature film. Both the PC and Game Boy Advance versions of *Shrek 2* have unique gameplay with their own adventures and puzzles. All games have been rated "E" for Everyone. (PlayStation 2, Xbox, Nintendo GameCube, Game Boy Advance and PC)

*Shrek 2™: Beg For Mercy! - * Puss in Boots™ is now starring in his very own twisted fairytale game, which tells the story of his rise from humble feline to renowned bounty hunter and swashbuckler. *Shrek 2: Beg for Mercy!* has been rated "E" for Everyone. (Game Boy Advance)

*Shrek 2™: Team Action - * The best-selling *Shrek 2™* console game is now available on the PC. Fans embark on a twisted fairy tale adventure with Shrek® and friends while engaging in squad-based action, traditional action-adventure game play and multiplayer fun with up to four players. *Shrek 2: Team Action* has been rated "E" for Everyone. (PC)

Spider-Man® 2 - Based upon the summer blockbuster event film from Columbia Pictures, the *Spider-Man 2* video game allows players to experience what it's like to be the world's most celebrated Super Hero, Spider-Man. *Spider-Man 2* for the game consoles have been rated "T" for Teen by the ESRB (PlayStation 2, Xbox, Nintendo GameCube) and the Game Boy Advance and PC skus carry an "E" for Everyone rating.

Top Brands in Interactive Entertainments
*Call of Duty™: Finest Hour - * The newest installment in the award-winning Call of Duty™ series, *Call of Duty: Finest Hour* takes console gamers to the frontlines of combat to experience the cinematic intensity, chaos of battle and epic moments of World War II in new campaigns across the North African Western and Eastern Fronts. *Call of Duty: Finest Hour* has not yet been rated by the ESRB. (PlayStation 2, Xbox, Nintendo GameCube)

*Call of Duty™: United Offensive - * Expanding on the award-winning, epic and cinematic first-person action of Call of Duty™, *Call of Duty: United Offensive* delivers more of WWII's most legendary conflicts by offering 12 new levels in an all-new single player campaign, as well as 10 new multiplayer maps. *Call of Duty: United Offensive* has been rated "T" for Teen. (PC)

*DOOM 3™ - * A sci-fi horror masterpiece, *DOOM 3* is like nothing you've ever experienced. A dramatic storyline, pulse-pounding action, incredible graphics, and revolutionary technology combine to draw you into the most frightening and gripping first-person gaming experience ever created. Id Software's *DOOM 3* is rated "M" for Mature. (PC)

*Rome: Total War™ - * The latest edition in the Creative Assembly's award-winning Total War™ series, *Rome: Total War* redefines the strategy genre by enabling gamers to take command of massive armies that wage war in epic, cinematic battles in the brutal world of the Roman Empire. *Rome: Total War* has been rated "T" for Teen. (PC)

Tony Hawk's Underground 2 -- The latest evolution in the #1 action sports franchise, *Tony Hawk's Underground 2* delivers more interaction than any other Tony Hawk game. Players take off on an all out skating blitzkrieg where two teams lead by Tony Hawk and Bam Margera conquer sick terrain, wreak havoc, pull off mischievous pranks and make six international cities their personal stomping ground. *Tony Hawk's Underground 2* has been rated "T" for Teen by the ESRB. (PlayStation 2, Xbox, Nintendo GameCube)

Vampire: The Masquerade®-Bloodlines™ *Vampire: The Masquerade-Bloodlines* plunges players into the dark and gritty vampire underworld of modern-day L.A. as a creature of the night. Gamers choose to play a character from one of seven different clans-- all with unique skills, strengths and disciplines-- then develop their characters by completing story-driven quests using politics, alliances, persuasion and combat with an incredible array of vampire powers and weapons. *Vampire: The Masquerade-Bloodlines* is rated "M" for Mature by the ESRB. (PC)

X-Men™ Legends As the first 3D action-RPG based on the popular Marvel X-Men characters, *X-Men Legends* challenges players to master the attributes of their favorite mutants by creating, customizing and controlling teams of four X-Men in real time. *X-Men Legends* has been rated "T" for Teen by the ESRB. (PlayStation 2, Xbox and Nintendo GameCube)

About id Software
id - Freud's primal part of the human psyche and one of the hottest game shops on Earth - has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as Wolfenstein 3D®, DOOM®, DOOM II™, QUAKE® and QUAKE II™. With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. And, in keeping with tradition, id Software has amplified the world of adrenaline pumping 3-D gaming with the release of their latest action titles, QUAKE III Arena™, QUAKE III: Team Arena™, and Return to Castle Wolfenstein™. id Software's advanced DOOM 3 engi leading the next revolution in 3-D interactive games. Check out more about id Software at www.idsoftware.com.

About Marvel Enterprises, Inc.
With a library of over 4,700 proprietary characters, Marvel Enterprises, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused in four areas: entertainment (Marvel Studios), licensing, comic book publishing and toys (Toy Biz). Marvel facilitates the creation of entertainment projects, including feature films, DVD/home video, video games and television based on its characters and also licenses its characters for use in a wide range of consumer products and services including apparel, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its comic book division, which continues to expand its leadership position in the U.S. and worldwide while also serving as an invaluable source of intellectual property.

About Spider-Man Merchandising L.P.
Spider-Man Merchandising L.P. is a joint venture comprised of Marvel Enterprises, Inc. and Sony Pictures Consumer Products Inc. The partnership oversees all of the licensing and merchandising for Columbia Pictures' feature film "Spider-Man 2," which is based on Marvel characters.

About Columbia Pictures
Columbia Pictures is a Sony Pictures Entertainment (SPE) company. SPE is a division of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution, television production and distribution, worldwide channel investments, home video acquisition and distribution, operation of studio facilities, development of new entertainment products, services and technologies, and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web http://www.spe.sony.com.

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 $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 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.

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.

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