



Activision To Speak At RBC Capital Markets North American Technology Conference

Santa Monica, CA - July 29, 2004 - Activision, Inc. (Nasdaq: ATVI) today announced that Robert A. Kotick, Chairman and CEO of Activision, will speak at the RBC Capital Markets North American Technology Conference on August 2, 2004 at 3:45 pm PDT at The Ritz Carlton in Half Moon Bay, CA.

Mr. Kotick's presentation will be broadcast over the Internet. To access the webcast, please log on to either: www.activision.com or

<http://www.wallstreetwebcasting.com/webcast/dr23/atvi>

During the course of the presentation, Activision may make forward-looking statements regarding future events or the future financial performance of the company. We wish to caution you that these statements are only predictions and actual events or results may differ materially. We refer you to the company's last Form 10-K and Form 10-Q for a discussion of important risk factors that could cause the actual results to differ materially from those discussed during the course of the presentation.

An international publisher, developer and distributor of interactive and leisure products, Activision's games span a wide range of genres (including action, adventure, action sports, strategy and simulation) and target markets (such as game enthusiasts, value buyers and children). In addition to its genre and market diversity, the company publishes, develops and distributes products for a variety of game platforms including personal computers, the PlayStation®2 computer entertainment system, Xbox™ video game system from Microsoft, Nintendo® GameCube™ and Nintendo Game Boy Advance.

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.

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.