



Activision and the Creative Assembly Confirm Development of Rome: Total War™

London, UK - January 24, 2003 - Activision, Inc. (Nasdaq: ATVI) today announced the development of Rome: Total War™ for the PC, the next game to be released in the Total War series and the follow-up title to The Creative Assembly's multi-award winning Medieval: Total War. In the game players return to the golden age of antiquity to take command of the most fearsome armies in a bid to rewrite the annals of history and be proclaimed Emperor.

"One of the biggest challenges we've faced so far with Rome: Total War is getting people to believe what they see when we show them the game," states Tim Ansell, managing director, The Creative Assembly. "The cinematic battles are beyond anything ever before seen in a game. So, when people see a screenshot or the game running, they automatically assume that we're showing a cutscene or that it's going to take a super computer to run the game. Nothing could be further from the truth. Even before final optimisations the engine performance and the system specs are already very competitive."

Following more than two years of development, the revolutionary, all new Total War™ engine brings to life epic, cinematic battles beyond anything ever seen before in a game. The player controls mighty armies of up to 10,000 fully polygonal, highly detailed, motion-captured warriors clashing in panoramic real-time battles. Players can fight as, or against ancient history's most legendary generals including Julius Caesar, Hannibal and the rebel Spartacus.

At players' disposal will be hundreds of different troop types including legionaries, hoplites, barbarian hordes, war elephants, gladiators and scythe chariots to colossal war machines such as siege towers, battering rams and catapults hurling flaming missiles. Additionally, more than 10,000 unique battlefields based on the topography of Europe and North Africa set the stage for the carnage. However, conflict is not the only way to gain favour with the senate and people of Rome as, politics, diplomacy the gladiatorial games will play key roles in the player's quest to be declared Emperor.

For more information and regular updates visit: <http://www.totalwar.com/rome.htm/>

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, 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 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, 2002, 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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