



Tony Hawk's Pro Skater® 4, Sequel to the #1 Action Sports Video Game of 2001, has gone Gold and is Set to Launch in North America on October 23, 2002

New Video Game To Benefit From the Largest Marketing Campaign in Company's History Game Will Release Across Six Platforms Including Next-Generation Wireless Mobile Phones

Santa Monica, CA - October 10, 2002 - Video game players can experience the ultimate skating challenge with the release of Activision, Inc.'s Tony Hawk's Pro Skater™ 4 video game, which is currently in manufacturing and is set to ship in North America on October 23, 2002. Early reviews indicate that the sequel to the #1 action sports video game in 2001 is on track to continue its winning run having received a score of 5 out of 5 from GamePro Magazine.

Tony Hawk's Pro Skater 4 lets players take on the role of legendary skateboarder Tony Hawk and 13 other athletes as they skate through enormous free roaming levels, choose from 190 progressively harder goals and build their skills to perform 14 of the greatest skateboarding stunts of all time.

Activision will be supporting the game's launch with a multi-million dollar marketing campaign, the largest in the company's history, which includes national television, print and online advertising, as well as demo kiosks at all major retail outlets.

Further support of the game's launch includes Activision's title sponsorship of the Boom Boom HuckJam Arena Tour 2002. At select arena tour performances across the United States, Activision will be promoting Tony Hawk's Pro Skater 4 through its Ultimate Challenge Backyard BBQ, where skateboarding and gaming fans can fuel up on free food, check out cool music and demo the new video game. Additionally, consumers nationwide can enter a national "Tour with Tony" sweepstakes contest for a chance to win a trip to Ft. Lauderdale, Florida to attend the final performance of the arena tour.

Retail support for the launch include a pre-order program which began on October 3, 2002 with EB, GameStop and Best Buy, whereby consumers who pre-order Tony Hawk's Pro Skater 4 will receive a limited edition DVD. Pre-orders taken at EB and GameStop will receive a "Making of the Boom Boom HuckJam" feature, while Best Buy will offer a DVD of highlights from various Tony Hawk videos including Tony Hawk's Gigantic Skate Park Tour and Trick Tips.

"Tony Hawk's Pro Skater 4 marks a revolutionary step forward in the franchise," states Ron Doornink, President of Activision, Inc. "The re-invented, free roaming career mode with 190 progressively harder goals adds a whole new dimension to the gameplay providing a compelling new challenge. We are confident that fans will find this game to be the best Tony Hawk title to date."

Additionally, Tony Hawk's Pro Skater 4 will be the first Activision game to launch on the new next-generation mobile telephones that will feature color screens and advanced audio capabilities. The wireless title will debut along side Activision's console and hand-held games and offer the same rich and compelling gameplay. Tony Hawk's Pro Skater 4 will be developed for multiple wireless platforms and optimized to take advantage of the new handsets' features to deliver an enhanced mobile gaming experience through a co-publishing agreement between Activision and JAMDAT Mobile Inc., a leading wireless entertainment publisher.

Tony Hawk's Pro Skater 4 delivers the deepest and most challenging gameplay experience in the Tony Hawk's Pro Skater series. The game's new free-roaming career mode allows players to earn respect and the chance to take on all new pro goals by conquering a skater-specific Pro Challenge based on each skater's personal history. Additionally, Tony Hawk's Pro Skater 4 for the PlayStation® 2 computer entertainment system includes all new online features allowing up to eight players from anywhere in the world to challenge each other in new multiplayer modes like Goal Attack and Capture the Flag.

Tony Hawk's Pro Skater 4 will be available for the PlayStation computer entertainment system, the Xbox video game system from Microsoft, Nintendo GameCube, Game Boy Advance and the PlayStation game console. The game will carry a suggested retail price of \$49.99 for the PlayStation2 computer entertainment system, the Xbox video game system from Microsoft and Nintendo GameCube versions and \$29.99 for the Game Boy Advance and PlayStation game console. The ESRB ratings are as follows: "T" (Teen - Blood, Comic Mischief, Mild Lyrics, Suggestive Themes) for the PlayStation2, Xbox, Nintendo GameCube; "E" (Everyone - Mild Lyrics, Mild Violence) for the PlayStation; and "E" (Everyone - Animated Blood) for the 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 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, 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 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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