



## **Activision Ships More Than One Million Units of Madagascar(TM) The Game**

### **Activision's Console and Handheld Sales Increase 65% for April and May**

SANTA MONICA, Calif., June 24, 2005 /PRNewswire-FirstCall via COMTEX/ -- Activision, Inc. (Nasdaq: ATVI) announced today that the company has shipped in excess of one million units worldwide of its most recent release, DreamWorks Animation's Madagascar(TM) The Game. The title, based on the hit feature film, was released in the U.S. on May 24.

Activision also announced today that the company's U.S. console and handheld sales in dollars for the months of April and May combined increased 65% over the comparable period last year, according to NPD Funworld. Sales were driven by the success of the company's strong franchise titles.

"We are very pleased with the strong sales of our console and handheld titles," stated Ron Doornink, Chairman, Activision Publishing, Inc. "In addition, the success of Madagascar The Game further strengthens our already successful slate of AAA titles."

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 \$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](http://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.

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