



Activision To Release First Quarter FY 2004 Results On July 22, 2003

Santa Monica, CA - July 7, 2003 - Activision, Inc. (Nasdaq: ATVI) intends to release its First Quarter FY 2004 results on Tuesday, July 22, 2003. In conjunction with this release, Activision will host a conference call that will be broadcast live over the Internet.

Tuesday, July 22, 2003
1:30 pm Pacific Daylight Time (4:30 pm Eastern Daylight Time)
In order to listen to the call live dial:
(952) 556-2802 in the U.S.

or log onto:
<http://www.activision.com>

Anyone planning to dial in to the call should RSVP to Celeste Puskas at:

Fax: (310) 255-2177
Phone: (310) 255-2640
E-mail: cpuskas@activision.com

An "instant replay" of the call will be available for two business days following the call's conclusion. If you would like to take advantage of this special service, you can access it by calling (800) 615-3210 and entering the pass-code: 196364. It usually takes two hours following the conference to set up the recording. The online replay will be available for 30 days following the call's conclusion.

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