



Activision To Present At Banc Of America Securities Consumer Conference 2004

Santa Monica, CA - March 26, 2004 - Activision, Inc. (Nasdaq: ATVI) today announced that Ron Doornink, CEO of Activision Publishing, Inc., will be presenting at the Banc of America Securities Consumer Conference 2004 on Wednesday, March 31, 2004 at the N.Y. Palace Hotel at 3:30 p.m. (ET).

Mr. Doornink's presentation will be broadcast over the Internet. To access the webcast, please log onto www.activision.com.

An international publisher, developer and distributor of interactive and leisure products, Activision's games span a wide range of genres (including action, adventure, extreme sports, strategy and simulation) and target markets (including 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, PlayStation®2 computer entertainment system, Xbox™ video game system from Microsoft, Nintendo GAMECUBE™, and Nintendo Game Boy Advance.

Headquartered in Santa Monica, California, Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan and Australia and the Netherlands. The company's common stock trades on The Nasdaq National Market under the symbol ATVI. More information about Activision and its products can be found on the company's World Wide Web site, which is located at <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.