



Activision and Harrah's Entertainment to Develop World Series of Poker Video Games; The #1 Poker Event In The World Now Anyone's Game

MINNEAPOLIS, Jun 09, 2005 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI), today announced a strategic alliance with Harrah's Entertainment, Inc. to develop and publish "World Series of Poker" video games based on the widely popular World Series of Poker(R) (WSOP) Tournament.

The agreement grants Activision the exclusive, worldwide interactive rights to publish games for the PC, console and handheld platforms. The video game is expected to be available at retail stores nationwide this fall.

"The World Series of Poker is the world's premiere poker event, drawing thousands of entrants and millions of viewers worldwide," said Mark Meadows, Vice President of Marketing, Activision Value Publishing, Inc. "The World Series of Poker will deliver to consumers the same excitement and authenticity of pulling up a chair at the WSOP table and taking home the championship."

For the first time ever, the 2005 WSOP Tournament will be held at Harrah's Rio Suites in Las Vegas. ESPN has aired the WSOP seven times since introducing the sport to the network in 1994, and garnered a 1.2 overall rating with an average of more than one million viewing households during their 2004 presentation of poker's premiere event.

"We are very excited about working with Activision to develop a game that will enable poker enthusiasts to see what sitting at the final table of the main event is really like," said Ginny Shanks, Senior Vice President of Acquisition Marketing for Harrah's Entertainment. "We believe this will be the most realistic poker game ever produced."

About Harrah's Entertainment, Inc.

Founded 67 years ago, Harrah's Entertainment, Inc. owns or manages through various subsidiaries 25 casinos in the United States, primarily under the Harrah's and Horseshoe brand names. Harrah's Entertainment is focused on building loyalty and value with its valued customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Harrah's expects to complete the acquisition of Caesars Entertainment, Inc., by the end of the second quarter of 2005, a transaction that will make Harrah's Entertainment the world's largest gaming company.

About Activision, Inc.

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.

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.

SOURCE: Activision, Inc.

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