



## Activision To Release Second Quarter Fiscal 2005 Results On October 26, 2004

Santa Monica, CA - October 13, 2004 - Activision, Inc. (Nasdaq: ATVI) intends to release its Second Quarter Fiscal 2005 results after the close of market on Tuesday, October 26, 2004. In conjunction with this release, Activision will host a conference call that will be broadcast over the Internet to review its results for the quarter and discuss its outlook for the future.

**Tuesday, October 26, 2004**  
**1:30 pm Pacific Daylight Time (4:30 pm Eastern Daylight Time)**

**In order to listen to the call dial:**  
**(913) 981-4903 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](mailto: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 (719) 457-0820 and entering the pass-code: 961033. 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.

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 \$948 million for the fiscal year ended March 31, 2004.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, 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](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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