



Activision's Call Of Duty, Tony Hawk's Underground And True Crime: Streets Of L.A. Honored With 'Best Of 2003' Awards

Santa Monica, CA - February 4, 2004 - Activision, Inc. (Nasdaq: ATVI) announced today that three of its best-selling holiday games -- **Call of Duty™**, **Tony Hawk's Underground** and **True Crime™: Streets of L.A.™** -- have earned more than 20 "Best of 2003" awards from esteemed print, online and broadcast media outlets nationwide including USA Today, Maxim and Spike TV, among others.

"It is an honor to be recognized by some of the industry's top journalists as having the best games of the year, especially considering all of the great titles that were released in 2003," said Kathy Vrabeck, President, Activision Publishing. "The teams at Infinity Ward, Neversoft and Luxoflux worked extremely hard to deliver top quality entertainment to gamers the world over and these awards are a testament to their talent and commitment."

Following is a detailed list of the Best of 2003 awards garnered by Activision's titles:

Computer Gaming World (March 2004)

Call of Duty -- "Shooter of the Year"
"Best Sound"

GameSpot (December 2003)

True Crime: Streets of L.A. -- "Best Licensed Music in a Game"

GameSpy (December 2003)

Call of Duty -- "PC Game of the Year"
"Best Sound"
"Best Shooter"
"Best Level"
"Fan's Choice Game of the Year"

Tony Hawk's Underground -- "Best Action Sports Game"
"GameSpy's #9 Overall Game of the Year"
"Game Boy Advanced Game of the Year #10"

IGN (January 2004)

Call of Duty -- "Best PC Action Game"
"Best PC Multiplayer Game"
"Best Sound in a PC Game"

1Up.com (January 2004)

Tony Hawk's Underground -- "Sports/Extreme Sports Game of the Year"

Maxim Online (December 2003)

Call of Duty -- "Best of 2003"

Tony Hawk's Underground -- "Best of 2003"

PC Gamer (March 2004)

Call of Duty -- "Best Action Game of the Year"

Spike-TV's "Video Game Awards" (December 2003)

Call of Duty -- "Best First-Person Action Game"

Tony Hawk's Underground -- "Best Sports Game"

True Crime: Streets of L.A. -- "Best Action Game"

USA Today (December 2003)

Call of Duty -- "Best of 2003"

Tony Hawk's Underground -- "Best of 2003"

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 \$864 million for the fiscal year ended March 31, 2003.

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

The statements contained in this release that are not historical facts are "forward-looking statements." 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. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.