



## Activision® Announces High Energy Song Line-Up For Disney's Extreme Skate Adventure Video Game

Santa Monica, CA - July 16, 2003 - Thirteen popular tracks rock Activision, Inc.'s (Nasdaq: ATVI) upcoming **Disney's Extreme Skate Adventure** video game. The game, which immerses kids in a skateboarding adventure through the large and imaginative worlds of "The Lion King," "Disney's Tarzan™" and Walt Disney Pictures' presentation of Pixar Animation Studios' "Toy Story 2," is expected to hit store shelves this summer and will be available on the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft, Nintendo GameCube™ and Game Boy® Advance. The music for the title includes the following artists and songs:

Lil' Romeo featuring Tyron and Little D - "Play Like Us"  
Smash Mouth - "Pacific Coast Party"  
TRUST Company - "Downfall"  
Basement Jaxx - "Where's Your Head At"  
Simple Plan - "Grow Up"  
Jump5 - "Spinnin' Around"  
Simon & Milo - "Get a Clue"  
Audiovent - "The Energy"  
Reel Big Fish - "Sell Out"  
  
Grits - "Here We Go"  
Newsboys - "Live In Stereo"  
Lisa W - "Perfect Kinda Day"  
Allister - "Somewhere on Fullerton"

**Disney's Extreme Skate Adventure** is the only game that allows players to test their skateboarding skills in these popular film worlds. Using gameplay engine technology from Activision's Tony Hawk's Pro Skater® 4, **Disney's Extreme Skate Adventure** lets players perform fun and unique skating tricks as their favorite movie characters, such as Buzz Lightyear, Simba and Tarzan. Players can also design their own skateboarding character and search for magic portals to grind and shred from the real world into the movie worlds. Players can skate using bamboo rafts, frying pans and other non-traditional boards and solve puzzles as they go. **Disney's Extreme Skate Adventure** has been rated "E" ("Everyone" - content suitable for persons ages 6 and older) by the ESRB.

### About Disney Interactive

Disney Interactive is the award-winning publishing label of Buena Vista Games, Inc. The label produces high quality children's and family-oriented interactive video games and CD-ROMs based on Disney properties. Buena Vista Games, Inc. is the interactive entertainment arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit [www.disneyinteractive.com](http://www.disneyinteractive.com)

### About Pixar

Pixar Animation Studios (Nasdaq: PIXR, [www.pixar.com](http://www.pixar.com)) combines creative and technical artistry to create original stories in the medium of computer animation. Pixar has created some of the most successful and beloved animated films of our time: Academy Award®-winning Toy Story (1995); A Bug's Life (1998); Golden Globe-winner Toy Story 2 (1999); and the Academy Award®-winning Monsters, Inc. (2001). Pixar's latest film, Finding Nemo, was released on May 30, 2003 to widespread critical acclaim. The Northern California studio's five films have earned more than \$2 billion at the worldwide box office to date. Pixar's next releases are The Incredibles (November 2004) and Cars (holiday 2005). Pixar Animation Studios films are released by Walt Disney Pictures.

### 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 \$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](http://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, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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