



Activision Launches New Website www.activision.com

Santa Monica, CA - April 14, 2003 -- Activision, Inc., (Nasdaq:ATVI), a leading worldwide developer, publisher and distributor of video games and other interactive entertainment products, announced today that it has launched a completely new and updated website at www.activision.com. The site has been redesigned to most effectively integrate the communications needs of Activision's customers, business partners and associates.

The site offers easy navigation so that visitors can check out the latest information on Activision's upcoming games, as well as learn more about the company. The website will also enable Activision's regional offices in the United Kingdom, France, Germany and Asia/Pacific to localize and customize the website's home page, game branded web pages and game promotions, searches and results. "Activision.com is a natural extension of our title specific and corporate marketing activities as we continue to serve a growing global marketplace," states Kathy Vrabeck, executive vice president of global publishing and brand management. "It was important to create a site that carries as much visual impact and sophistication as our games, while remaining an easy download for modem users."

In addition to viewing featured game branded web pages, visitors can sign up to receive news and special offers via email. Players can also sample new demo releases, listen to CD quality game audio clips, view video clips and game trailers and obtain information on the latest Activision game promotions. The site makes it easier to search, preview and download digital game assets online, in addition to finding and purchasing Activision games.

Activision's new website was developed by Blast Radius, a global Internet solutions company.

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 revenues of \$786 million for the fiscal year ended March 31, 2002.

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.

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