



## **Activision® Invites Fans to Take the Ultimate Challenge with Tony Hawk's Pro Skater™ 4 Video Game at Select Activision O2™ Presents Boom Boom HuckJam Arena Tour 2002 Venues**

### **Activision To Donate \$5 To The Tony Hawk Foundation For Every Person Who Tries TONY HAWK'S PRO SKATER™ 4**

Santa Monica, CA - October 3, 2002 - In celebration of the launch of its highly anticipated video game Tony Hawk's Pro Skater™ 4, Activision, Inc. (Nasdaq: ATVI) is inviting skateboarding and gaming fans to the "Tony Hawk's Ultimate Challenge" Backyard BBQ where they can fuel up on free food, check out cool music and demo the new Tony Hawk's Pro Skater 4 video game at select Boom Boom HuckJam Arena Tour 2002 stops across the United States.

Beginning on October 9, Activision will offer consumers the "ultimate challenge" to see if they have what it takes to turn pro by testing their skills with Tony Hawk's Pro Skater 4 for the PlayStation® 2 computer entertainment system. During a sample run, gamers can try to conquer several different goals as they skate through a college campus doing spine transfers, skitching behind cars and racking up massive combos.

Activision will donate \$5 to the Tony Hawk Foundation for every player who tests out the game at the Backyard BBQ in the two hours preceding the high-flying action of the Boom Boom HuckJam extravaganza. The funding will be used to assist the foundation's efforts to finance and promote public skateboarding parks in low-income areas nationwide.

Consumers can take the "Tony Hawk's Ultimate Challenge" and picnic with their family and friends at the following venues during the Boom Boom HuckJam Arena Tour 2002 or log onto [www.activisionO2.com](http://www.activisionO2.com) for additional information:

10/9 Portland, OR - Rose Garden  
10/10 Tacoma, WA - Tacoma Dome  
10/12 San Jose, CA - Compaq Center  
10/13 Sacramento, CA - ARCO Arena  
10/17 Oklahoma City, OK - Ford Arena  
10/19 Dallas, TX - Reunion Arena  
10/20 San Antonio, TX - Alamodome  
10/24 San Diego, CA - Sports Arena  
10/26 Anaheim, CA - Arrowhead Pond  
10/30 Denver, CO - Pepsi Center  
11/2 Chicago, IL - United Center  
11/7 East Rutherford, NJ - Continental Arena  
11/9 Uniondale, NY - Nassau Coliseum  
11/11 Philadelphia, PA - First Union Center

"We wanted to do something to support the launch of Tony Hawk's Pro Skater 4 that was both fun and different, and what better way than to invite consumers to take "Tony Hawk's Ultimate Challenge" at our Backyard BBQ before the game hits store shelves," said David Pokress, Director, Activision Global Brand Management. "Our sponsorship of the Boom Boom HuckJam tour and our contribution to the Tony Hawk Foundation are part of Activision's ongoing commitment to action sports and to providing teens with safe, fun entertainment experiences, whether they are in their homes or catching air on a vert ramp."

The sequel to the #1 action sports video game in 2001, Tony Hawk's Pro Skater 4 lets players skate as renowned skateboarder Tony Hawk and 13 other athletes as they work their way from amateur to pro choosing goals and building their skills. The game's new free-roaming career mode allows players to earn respect and pro status by conquering a skater-specific Pro Challenge based on each skater's personal history. Additionally, Tony Hawk's Pro Skater 4 for the PlayStation 2 entertainment console system includes all new online features allowing up to eight players from anywhere in the world to challenge each other in new multiplayer modes like Goal Attack and Capture the Flag.

Tony Hawk's Pro Skater 4 will be available for the PlayStation computer entertainment system, Xbox™ video game system from Microsoft, Nintendo GameCube™, Game Boy Advance and the PlayStation® game console. The game will carry a suggested retail price of \$49.99 for the PlayStation 2 computer entertainment system, Xbox video game system from Microsoft and Nintendo GameCube versions and \$29.99 for the Game Boy Advance and PlayStation game console. The ESRB ratings

are as follows: "T" (Teen - Blood, Comic Mischief, Mild Lyrics, Suggestive Themes) for the PlayStation 2, Xbox, Nintendo GameCube; "E" (Everyone - Mild Lyrics, Mild Violence) for the PlayStation; and "E" (Everyone - Animated Blood) for the Game Boy Advance.

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](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, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

Xbox is a trademark of Microsoft Corporation in the United States and/or other countries.

Nintendo, Game Boy, Game Boy Advance, Nintendo GameCube and the Official Seal are trademarks of Nintendo. © 2001 Nintendo.

Ryh-Ming C. Poon  
Manager, Corp.  
Communications  
Activision, Inc.  
(310) 255-2226  
[cpoon@activision.com](mailto:cpoon@activision.com)