



## Activision named Deloitte & Touche 2002 Technology Fast 500 Winner

Santa Monica, Ca - October 21, 2002 - For the fifth consecutive year, Activision, Inc. (Nasdaq: ATVI) was named on the 2002 Deloitte & Touche Technology Fast 500 list, a ranking of the 500 fastest-growing technology companies in the United States and Canada.

"It is an honor to be listed among the 500 fastest growing technology companies," states Bill Chardavoyne, Chief Financial Officer, Activision, Inc. "Activision's market position is stronger than ever and all that we have accomplished is a tribute to the talents of our employees."

In addition to ranking on the Deloitte & Touche Technology Fast 500, Activision ranked #13 on the 2002 Los Angeles Technology Fast 50, which is a ranking of the 50 fastest-growing technology firms in the Los Angeles, Riverside, San Bernardino and Ventura areas of Southern California. This year marked the sixth consecutive year that Activision had been named to the Los Angeles Technology Fast 50.

In its selection of the 2002 Fast 500, Deloitte & Touche's team reviewed financial records for more than 5,000 public and privately held technology companies.

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.

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