



Activision's Legendary Pitfall® Harry Swings onto Next-Gen Console Systems this Fall

Santa Monica, CA - January 29, 2003 - Activision, Inc.'s (Nasdaq: ATVI) legendary Pitfall® franchise is swinging onto the next-gen consoles as the daring explorer Pitfall Harry packs his wits, athleticism and quick reflexes and embarks on an all-new adventure deep in the South American jungle. Featuring over 50 perilous levels including lush rain forests, creature-ridden caves and vast glacial mountains, the game challenges players to explore a dynamic obstacle-filled world. Developed by Edge of Reality, Pitfall® Harry will be available Fall 2003 for the PlayStation™2 computer entertainment system, Xbox™ video game system from Microsoft, Nintendo GameCube™ and Game Boy® Advance, and is currently rated "RP" (Rating Pending) by the ESRB.

"Pitfall Harry will let players take on the role of the daring explorer who laughs in the face of danger as he rescues those in distress from deadly foes and searches for lost treasures," said Larry Goldberg, executive vice president, Activision worldwide studios. "This all new adventure delivers highly detailed graphics, fast paced action pathways and a host of interactive goals. Classic vine swinging and pit hopping action combined with Harry's quirky sense of humor will make Pitfall Harry one of the most sought after titles of the year."

Gamers assume the role of Harry, a fearless, rough-and-ready treasure seeker who battles evil using his athletic ability and a knapsack filled with adventure gear. Harry must race against a rival explorer to find hidden treasures, which in the wrong hands could spell doom for him and his friends.

The vast landscape, ranging from forests to ancient ruins to subterranean mines, provides players with countless game options as they face the consequences of their decisions. Crossing treacherous jungle terrain and dark areas filled with puzzles, tricks and traps, players swing on vines, avoid crocodiles and dodge rolling logs as they unearth artifacts and use their cunning to defeat dangerous foes.

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 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, 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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