



## Activision's Rapala®; Pro Fishing Ships To Retail Stores In North America

### Authentic Fishing Game Solves the Fisherman's Rainy Day Dilemma

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Minneapolis, MN - September 1, 2004 - Activision Publishing, Inc., a wholly-owned subsidiary of Activision, Inc. (Nasdaq: ATVI), is reeling in sportsmen and gamers alike with the release of **Rapala Pro Fishing** for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft, Nintendo Game Boy® Advance and PC platforms. Players will embark on angling adventures in 12 of the world's most desirable freshwater fishing locales utilizing authentic gear from Rapala, the world's largest manufacturer of fishing lures and #1 fishing brand in the world, to catch trophy fish - hook, line and sinker. The game is currently available in retail stores throughout North America and all versions carry an "E" for "Everyone" rating from the ESRB.

"Fishing is one of the most popular participation sports in the world, and we felt the time was right to give gamers a realistic recreation of the experience," said Patrick Kelly, Vice President of Studios, Activision Value Publishing, Inc. "By utilizing advanced technology, **Rapala Pro Fishing** captures the intricacies of the sport and sets a new standard of realism, from accurate casting, line and fish physics, to graphic effects that will make players feel like they are actually on the water."

In **Rapala Pro Fishing**, players can go after 13 different species of fish, including

Largemouth and Smallmouth Bass, Walleye, Northern Pike, Rainbow Trout, Catfish and King Salmon, on some of the world's most desirable lakes and rivers. Using a combination of both strategy and skill, players must select a spot where the fish are biting, choose their lure from over 700 Rapala products, precisely modeled with authentic movements, and then land their catch.

**Rapala Pro Fishing** features two gameplay modes. "Freedom Fishing" allows the player to fish anywhere, anytime. "Tournament" mode allows the player to advance through 20 unique tournaments, completing challenges that focus on speed, weight or number of fish caught.

The console versions of **Rapala Pro Fishing** carry a suggested retail price of \$29.99 and the PC version carries a suggested retail price of \$19.99.

#### **About Rapala**

Dedicated to delivering memorable fishing experiences every time, the Rapala Group, based in Vääksy, Finland (Helsinki Stock Exchange: RAP1V), manufactures and markets fishing lures, fishing line, fishing rods, hooks, terminal tackle, knives and accessories under the Rapala, VMC, Blue Fox and Storm brand names. The company was unofficially founded in 1936 when Lauri Rapala invented the Rapala fishing lure. Rapala maintains its strict standards of quality and craftsmanship while delivering its fishing products to anglers in more than 130 countries. For more information, visit [rapala.com](http://rapala.com).

#### **About Activision, Inc.**

Headquartered in Santa Monica, California, Activision, Inc. (Nasdaq: ATVI) is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$948 million for the fiscal year ended March 31, 2004. Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, 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 made in this press release that are not historical facts are "forward-looking statements". These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. 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. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on

Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.