



Activision's Madagascar(TM) The Game Stampedes Into Retail Stores Nationwide

SANTA MONICA, Calif., May 25, 2005 /PRNewswire-FirstCall via COMTEX/ -- Enter the hilarious world of four zany New York zoo animals in DreamWorks Animation's Madagascar(TM) The Game from Activision, Inc. (Nasdaq: ATVI). Based on the highly anticipated feature film, Madagascar The Game lets players discover their true animal instincts when an adventurous journey lands them on the remote island of Madagascar. Gamers must master each animal's individual survival skills in order to tackle obstacles and foes in scenarios from the movie and beyond.

"Our close collaboration with DreamWorks Animation has allowed us to create a video game that truly captures the humor, friendship and adventure portrayed in the film," said Kathy Vrabeck, president, Activision Publishing. "Madagascar The Game will further engage players in the zoo animals' story and enhance their film-going experience."

The title features life-long pals Alex the lion, Marty the zebra, Melman the giraffe and Gloria the hippo as they escape from the zoo, encounter a crew of plotting penguins and land on the strange and exotic island of Madagascar where they each learn unique skills that help them work together to survive in the wild.

The team discovers the unknown by roaring, racing, spinning, sneaking, puzzle solving and exploring varied environments, interacting with animals and characters exclusive to the game and playing head-to-head against their friends in engaging mini-games such as "Tiki Golf" and "Lemur Rave."

The handheld versions of the game also gives players the same action and challenge and the Nintendo DS version allows players to engage in wireless multiplayer minigames and use the touch screen to switch characters in the middle of levels and to play wild mini-games exclusive to the DS version.

Madagascar The Game was developed for the console platforms by Toys for Bob, for the Game Boy Advance and Nintendo DS by Vicarious Visions and for the PC by Beenox.

The game is available for the PlayStation(R)2 computer entertainment system, the Xbox(R) video game system from Microsoft, the Nintendo GameCube(TM) and PC are rated "E10+" ("Everyone 10+" -- cartoon violence and crude humor -- content suitable for persons ages 10 and older.) The console versions are available for a suggested retail price of \$39.99 and the PC version is available for a suggested retail price of \$19.99. Madagascar The Game for the Nintendo DS(TM) and Game Boy(R) Advance are rated "E" ("Everyone" -- mild cartoon violence -- content suitable for persons ages 6 and older.) The DS version is available for a suggested retail price of \$39.99 and the GBA version is available for a suggested retail price of \$29.99.

BradyGames' Madagascar The Game Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at bradygames.com.

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 net revenues of \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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 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-

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