



Activision Opens Publishing Office in Seoul, Korea

Move Underscores Company's Commitment to Asia Pacific Region

SANTA MONICA, Calif., June 21, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Further expanding its presence in the Asia Pacific region Activision, Inc. (Nasdaq: ATVI) today announced that the company has opened a publishing office in Seoul Korea, one of the fastest growing gaming markets in Asia, through the acquisition of CSR Entertainment's software distribution operations. A leading Korean software distributor, CSR Entertainment previously distributed Activision's products. The new office will enable Activision to fully leverage its product portfolio in the territory, particularly the upcoming online multiplayer action game *Enemy Territory: Quake Wars*, the prequel to id Software's legendary *QUAKE II(R)*.

"The establishment of a Korean publishing office represents an important and integral part of our Asian expansion strategy," said John Watts, Senior Vice President and Managing Director for the Asia Pacific Region. "We are committed to growing and strengthening our business operations in the region over the long-term to ensure that we have the expertise in place to leverage future opportunities. Additionally, Activision has had tremendous success in its direct publishing models in Spain and Italy over the past few years and this experience we are now applying within Asia."

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 \$1.47 billion for the fiscal year ended March 31, 2006.

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-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

SOURCE Activision, Inc.

Maryanne Lataif, Vice President, Corporate Communications of Activision, Inc.,
+1-310-255-2704, mlataif@activision.com

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