



Activision Calls on Fans to Enter Tony Hawk's Underground 'Face in the Game' Sweepstakes

SANTA MONICA, Calif., Sept. 29 - Gamers, you've had your chance to batter Tony Hawk ... now it's your turn to feel the pain! Beginning now through October 20, 2003, consumers can log on to <http://www.thugonline.com> and enter to win Activision, Inc.'s (Nasdaq: ATVI) Tony Hawk's Underground "Face in the Game" National Sweepstakes. Fans can submit a digital photo of their face and enter a random drawing to win a Grand Prize package which includes having legendary skateboarder Tony Hawk download the winner's face into the game and take his best shot at becoming a pro ... as you. The winner will receive a JVC home entertainment package valued at \$10,000. IGN.com will unveil the winner on October 28, 2003 through a streaming video announcement.

Additional prizes will be awarded through random drawings and five winners will receive an Action Sports Package featuring a Quiksilver sweatshirt, Hawk Clothing cap, DC Shoes, Von Zipper sunglasses, a Nixon Watch and a copy of Tony Hawk's Underground. Ten secondary winners will receive a pair of Adio shoes, a Volcom sweatshirt, Billabong T-shirt and cap, a one-year subscription to TransWorld SKATEboarding Magazine, as well as a copy of Tony Hawk's Underground. All entrants will receive a password to access their face map file and download it into the PlayStation®2 version of the game, allowing them to become the main character in Tony Hawk's Underground.

Tony Hawk's Underground ships to retail stores nationwide on October 27. The game is being developed by Neversoft Entertainment for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and Nintendo GameCube™, and has been rated "T" ("Teen with blood, mild violence, strong language and suggestive themes") by the ESRB.

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 \$864 million for the fiscal year ended March 31, 2003.

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 <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, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

Xbox is a registered trademark in the United States and/ other countries.