



QUAKE 4 for Xbox 360 Marches on Stores Nationwide

SANTA MONICA, Calif., Nov 18, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- It's "Lock and Load" for the Global Defense Force as id Software(TM) and Activision, Inc. (Nasdaq: ATVI) announced today that QUAKE 4(TM) for the Xbox 360(TM) video game and entertainment system from Microsoft has shipped to retailers nationwide. This next chapter in the futuristic war between the Earth and the Strogg transports players into the boots of Matthew Kane, an elite member of the legendary Rhino squad as they, along with an armada of Earth's finest soldiers, invade the home planet of the barbaric aliens threatening to annihilate Earth. QUAKE 4 for Xbox 360 is available at retail outlets for a suggested retail price of \$59.99 and carries an "M" (Mature -- Blood and Gore, Intense Violence, Strong Language) rating by the ESRB.

"With QUAKE 4 for Xbox 360, gamers can now take the battle for Stroggos to the home theater as this epic war for survival comes to life with true high-definition sights and 5.1 surround sound," said Todd Hollenshead, CEO, id Software. "This is the next generation of gaming and QUAKE 4 fans should prepare to experience a non-stop ride of action and adrenaline as they battle along side Rhino Squad, through this heroic mission to defeat the unstoppable Strogg army and preserve the human race."

Developed by Raven Software and executive produced by id Software, QUAKE 4 picks up only moments after the events of the epic QUAKE II(R), with the Earth's fleet launching a massive offensive to the planet Stroggos. As Matthew Kane, gamers invade the alien stronghold fighting alone, along side other Marines, and in mechanized walkers and hover tanks in incredible combat missions against the Strogg and their disturbing amalgamations of man and machine. Built on id Software's revolutionary DOOM 3(R) technology, QUAKE 4 also features the world renowned fast-paced multiplayer competition-style gameplay of the historic QUAKE III Arena(R). Incorporating Capture the Flag, Arena Capture the Flag, Deathmatch, Team Deathmatch, and an all new Tournament mode for up to 8 players on Xbox Live(R) online gaming system or System Link, QUAKE 4 is poised to set the standard for online multiplayer bragging rights.

QUAKE 4 also contains hours of bonus content, including behind-the-scenes videos and interviews plus a complete version of QUAKE II(R), re-engineered exclusively for Xbox 360 featuring up to 4-player support for co-operative play and multiplayer support over System Link.

For more information on QUAKE 4, please visit www.quake4game.com.

About id Software:

id -- Freud's primal part of the human psyche and one of the hottest game shops on Earth -- has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic franchises as Wolfenstein 3D, DOOM(R), DOOM II(R), QUAKE(R) QUAKE II(R), QUAKE III Arena(R), Return to Castle Wolfenstein(R) and DOOM 3(R).

With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. Check out more about id Software at www.idsoftware.com.

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

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