



ATVI Announces Disney's Extreme Skate Adventure

ACTIVISION USES TONY HAWK'S PRO SKATER® VIDEO GAME ENGINE TECHNOLOGY TO POWER DISNEY PICTURES' PRESENTATION OF PIXAR ANIMATION STUDIOS

Also Allows Players to Create Their Own Personalized Skater.

Santa Monica, CA - March 20, 2003 -- Activision Inc. (Nasdaq: ATVI) and Disney Interactive today announced a new video game that gives skateboarding a magical twist. Designed to appeal to children and teens ages 6 - 14, Disney's Extreme Skate Adventure™ will use cutting-edge technology from Activision's latest Tony Hawk's Pro Skater® 4 engine to allow characters from three beloved animated films: Walt Disney Pictures' presentation of Pixar Animation Studios' "Toy Story 2", "Disney's Tarzan®" and "Disney's The Lion King" to skateboard just like the pros in their respective worlds for the first time. In addition to these characters, the new game includes a Create-A-Skater option where players can customize a youthful skater's "look" by selecting clothing and accessories. Furthermore, as an Activision first, the company is holding a nationwide casting call search for 10 real kids who will become digitized characters in the game.

"At Activision our goal is always to couple the best gameplay experience with all the properties we have, whether the game is based on a professional athlete, a movie or kid-oriented characters," said Kathy Vrabeck, executive vice president, global publishing and brand management, Activision, Inc. "Disney's Extreme Skate Adventure takes all of the professional moves and realistic skateboard experience of our best-selling Tony Hawk's Pro Skater 4 game and gives these well-loved characters new adventures as skateboarders in their traditional environments. We are also very excited about the Create-A-Skater feature that allows our consumers to create unlimited hours of personalized fun."

"By working with innovative leaders in the industry, we are able to create great games that reflect the true spirit of the films," said Sanjeev Lamba, vice president of marketing and international, Disney Interactive. "We're pleased to continue our ongoing relationship with Activision on Disney's Extreme Skate Adventure which gives some of our beloved movie characters entirely new adventures in skateboarding."

Skate Like A Pro - Disney Style

Disney's Extreme Skate Adventure is the first time Buzz Lightyear and Woody from Walt Disney Pictures' presentation of Pixar Animation Studios' "Toy Story 2", Young Tarzan and Terk from "Disney's Tarzan" and Simba and Rafeeki from "Disney's The Lion King" have been showcased in the same video game. Players skate as their favorite characters, performing moves such as ollies, rail grinds, spins and other expert balance moves. The characters from the film can skate through each of their worlds, such as Simba and Rafeeki in Pride Rock, Young Tarzan and Terk in Tarzan's Treehouse and Buzz Lightyear and Woody in Pizza Planet, and interact with the other characters that live in those worlds. The game also provides an abundance of fun factor and offers players skateboards that resemble bamboo rafts, frying pans and other non-traditional items. Beyond the skateboard challenge there are puzzles to solve, secret areas to explore and collectibles to find on each level of the game.

The game is in development for the PlayStation computer entertainment system, Xbox™ video game system from Microsoft and Nintendo GameCube™ and will feature 12 playable characters to choose from as well as diverse gameplay modes that include Adventure Mode, where gamers complete goals as their favorite characters, or as a real world character from the Create-A-Skater feature. The game also features a Multiplayer option for split-screen competition.

The game is also being developed for Game Boy® Advance and will feature six playable characters to choose from and three gameplay modes: Story, to unlock new levels by completing goals; Single Session, to achieve high scores; and Multiplayer, to engage in head-to-head competition.

Create-A-Skater

In addition to being able to skate throughout multiple universes, gamers will start off in a real world locale where they can Create-A-Skater and customize their skater with everything from different clothes, hair color and styles (such as Mohawks), shoes, helmets and boards. In addition to customizing, players will be able to encounter real world elements such as fast food restaurants, different clothing brands and styles and other popular culture references.

Marketing Campaign Based on Nationwide Casting Call Search Taking a cue from Hollywood, Activision decided to cast real

kids for the real world locale of Disney's Extreme Skate Adventure. The "Extreme Skate Crew" is a team of 10 playable characters modeled after real kids found from a nationwide casting call search. This team of skaters will mark the first time Activision has actually cast real kids in a game. Activision held nationwide casting calls throughout early March to find 10 kids between the ages of 6 -14 years old to be featured as playable characters in the game. The search included live events that were held at skateparks in San Diego, CA, Denver, CO, and Philadelphia, PA. Kids across the country can also enter the search by mailing in a photo of themselves along with a videotape of their skateboarding skills. To continue involving kids across the country in the creation of this game, Activision has created a special game Web site, www.extremeskateadventure.com, where these 10 kids will have their information posted so that their family, friends and general public can vote online for the top two "Super Stars" during the month of April, giving the game a reality programming twist. These two "Super Stars", who are chosen by their peers, will become featured members of the "Extreme Skate Crew" and will appear on The Skate Stage at the beginning of the game alongside the film characters and will also have their names and stats on display. The entire "Extreme Skate Crew" will be able to skate throughout the multiple film universes in the game as well as through a real world locale. The web site will also feature monthly contests to win cool prizes and weekly polls that will help Activision complete the real world section of the game.

Disney's Extreme Skate Adventure will be available late summer for the PlayStation 2, Nintendo GameCube and Game Boy Advance. This game has not yet been rated by the ESRB.

About Disney Interactive

Disney Interactive is the award-winning children's publishing label of Buena Vista Games, Inc. The label is committed to producing quality children's and family-oriented interactive video games and CD-ROMS. Buena Vista Games, Inc. is the interactive entertainment arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit www.disneyinteractive.com

About Pixar

Pixar Animation Studios (Nasdaq: PIXR, <http://www.pixar.com>) combines creative and technical artistry to create original stories in the medium of computer animation. Pixar has created four of the most successful and beloved animation films of all time: Academy Award-winning Toy Story (1995); "A Bug's Life" (1998); Golden Globe-winner "Toy Story 2" (1999); and, the Academy Award-winning "Monsters, Inc." (2001). Pixar's four films have earned more than \$1.7 billion at the worldwide box office to date. The Northern California studio's next three film releases are "Finding Nemo" (May 30, 2003), "The Incredibles" (holiday 2004) and "Cars" (holiday 2005). Pixar Animation Studios films are released by Walt Disney Pictures.

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 revenues of \$786 million for the fiscal year ended March 31, 2002. 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 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, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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