



Activision to Webcast E3 Remarks on May 9, 2006

SANTA MONICA, Calif., May 4, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) today announced that Mike Griffith, President and CEO of Activision Publishing, Inc. will be giving a corporate presentation to analysts in conjunction with the upcoming Electronic Entertainment Expo on Tuesday, May 9, 2006 at approximately 1:00 p.m. Pacific Daylight Time.

Mr. Griffith's remarks will be broadcast over the Internet. To access the webcast, please log on to www.activision.com or:

<http://phx.corporate-ir.net/playerlink.zhtml?c=60455&s=wm&e=1297887>

Please note that the presentation time is subject to change.

During the course of the presentation, Activision may make forward-looking statements regarding future events or the future financial performance of the company. The company wishes to caution listeners that these statements are only predictions and actual events or results may differ materially. The company refers participants to the company's last Form 10-K and Form 10-Q for a discussion of important risk factors that could cause the actual results to differ materially from those discussed during the course of the presentation.

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 \$1.5 billion for the fiscal year ended March 31, 2006.

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

Note: 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, sales of the company's titles during the remainder of fiscal 2007, consumer spending trends, the seasonal and cyclical nature of the interactive game market, the company's ability to predict consumer preferences among competing hardware platforms including next-generation hardware, software pricing, product returns and price protection product delays, retail acceptance of our products, delays in hardware launches, 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 Reports 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 its forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

SOURCE Activision, Inc.

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