



Activision®'s Medieval: Total War™ Continues to Top Worldwide PC Sell Through Charts for the Month of September

London, UK - October 9, 2002 - Activision, Inc. (Nasdaq: ATVI) today announced that its epic real-time strategy game Medieval: Total War™ has continued to top worldwide PC sellthrough charts for the month of September 2002.

According to the official ELSPA / Chart-Track monthly report of PC game sales in the U.K., Medieval: Total War™ was the #1 best selling title in units having sold approximately one and a half times more copies than the #2 PC title. Additionally, Medieval: Total War was the #6 best selling PC title in Germany for the week of September 23 - 29, 2002, according to VUD and the #10 title in units in the U.S. for the week of September 15 - 21, 2002, according to NPD Intellect.

"We are immensely proud of Medieval Total War's sales results, particularly in the U.K. as many quality PC titles were released during the month of September," states Scott Dodkins, Activision's Senior Vice President, European Publishing. "The Total War™ franchise, developed by The Creative Assembly, is clearly continuing its winning run."

Tim Ansell, Managing Director, The Creative Assembly adds: "Medieval: Total War™ represents the current benchmark of strategy gaming, and these sales figures prove that both U.K. gamers and players around the world agree. We are delighted that Activision share our vision of the Total War franchise."

Creative Assembly recently won the prestigious PC Game Developer of the Year trophy at the recent ECTS Awards 2002 in London, sponsored by PC Gamer (U.K.).

A game of epic battles and cunning strategy, Medieval: Total War™ gives players the opportunity to lead one of twelve world powers as they attempt to rewrite history by means of trade, diplomacy, and conquest. The game supports real-time 3D battles involving more than 10,000 troops and more than 100 unique unit types in terrain as varied as deserts, forests, plains and mountains. Players realise authentic strategies and tactics as they unleash their forces against mighty fortresses with an arsenal of battlefield weapons including long-bows, muskets, cannons and catapults.

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, 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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