



Activision Introduces Call of Duty, a New Brand of First-Person Action Games

Santa Monica, CA - April 8, 2003 - Activision, Inc. (Nasdaq: ATVI) is taking gamers to the frontlines of combat with Call of Duty™, a new umbrella brand that lets players experience the dramatic intensity of war through the eyes of common soldiers. Set on the battlefields of the 20th century's most monumental conflicts, the series will thrust players into gripping, cinematic, authentic warfare. As unsung heroes, players experience the war from the perspective of multiple characters from numerous countries, each with varying roles and duties and who fight along side fellow soldiers in epic battle sequences. The Call of Duty brand will support Activision's multi-platform strategy and include both console and PC games.

The first title in the Call of Duty series is a gritty, authentic World War II action game for the PC that is being developed by Infinity Ward, a newly formed studio that includes 22 of the individuals who previously developed Medal of Honor: Allied Assault™. Players assume the role of different characters from multiple sides of the Allied forces and experience the bonding and brutality of war as they fight along side their squad mates through a variety of missions, including battlefield assaults, search and rescue, stealth, sabotage, vehicle chases and tank battles. Heeding the call of duty, gamers step into the boots of a U.S. paratrooper, a British commando and a Russian infantryman as they take on the Nazi War machine through pivotal World War II battles and authentic military campaigns. The title is slated for release later this year and has not yet been rated by the ESRB.

"The Call of Duty brand will deliver the most authentic, intense and realistic battlefield experience from the perspective of multiple soldiers battling on the frontlines," states Dusty Welch, vice president of global brand management, Activision, Inc. "No one soldier, or even one country, single-handedly wins wars, but rather wars are won through the collective efforts, teamwork and bonds of everyday citizen soldiers from an alliance of nationalities who all heed their call of duty. It's the camaraderie of common soldiers coupled with authentic cinematic gameplay that will define the Call of Duty series."

"We're thrilled to partner with Activision on pioneering the Call of Duty brand," said Grant Collier, president of Infinity Ward, Inc. "Infinity Ward's mission is to make a game that is as historically accurate and realistic as possible, that will bring a new level of cinematic action to the genre. We are constantly researching locales, time periods, weapons and vehicles in order to immerse players in the harsh realities of World War II. When gamers get their hands on Call of Duty, they will experience gripping battle sequences, ultra realistic environments, and in-the-trenches, non-stop gameplay that will blow them away."

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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