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***HOLLYWOOD RETURNS FOR ITS FINEST HOUR IN NEW  
CALL OF DUTY: FINEST HOUR CONSOLE GAME***

Santa Monica, CA - Oct. 7, 2004 - Hollywood and rock music join the ranks of World War II with actor Dennis Haysbert, of the hit television drama "24," and Brian Johnson, lead singer of the legendary rock band AC/DC, signing on for key voice talent roles in Activision, Inc.'s (Nasdaq: ATVI) gritty, epic first-person war action-thriller ***Call of Duty™: Finest Hour™***. Additionally, veteran writer/ producer Michael Schiffer will once again provide his screenwriting stamp with a cinematic and intense script. Award-winning composer Michael Giacchino returns to score a breathtaking soundtrack that will further immerse fans into the overwhelming action. Developed by Spark, ***Call of Duty: Finest Hour*** will deploy this fall for the PlayStation®2 computer entertainment system, Xbox® video game system from Microsoft and Nintendo GameCube™ and carries a "T" ("Teen" - Blood, Violence) rating by the ESRB.

"Working with Dennis, Brian, Michael Schiffer and Michael Giacchino has been a truly inspired collaboration. Each brought his own valued expertise to the project, contributing in such differing ways to the depth of realism and emotion of ***Finest Hour's*** non-stop, gripping action," said Scott Langteau, producer and COO, of developer Spark Unlimited.

## ***Call of Duty: Finest Hour Re-Enlists Hollywood***

Fans will have no trouble identifying the voice of Golden Globe nominated Dennis Haysbert as the narrator in ***Call of Duty: Finest Hour***. The addition of the narrator brings a whole new continuity to ***Finest Hour***. Currently starring in the television series "24", Haysbert landed roles in blockbuster movies "Absolute Power," "Heat" and "Major League."

Vocalist Brian Johnson brings his signature voice, honed over the years as the front man for the famed legendary rock band AC/DC. Johnson's character plays the leading role during the harrowing British campaign in *Finest Hour*, for which Johnson carries an important personal connection. His father served as a Sergeant Major of the British Army's Durham Light Infantry, and Johnson brought much of his father's experience as a "Desert Rat" to his character in the game.

Michael Schiffer joined the *Call of Duty* team last year with the award-winning PC game. Now he is working closely with the ***Finest Hour*** producers to evoke the emotional drama of the chaos of battle. Schiffer's screenwriting credits include "Crimson Tide," "Colors," "Lean on Me," "The Four Feathers" and "The Peacemaker." His producing credits also include "Very Bad Things," "Lean on Me" and "Le Divorce." Most recently he's been tapped to write the new military action thriller "First Class."

Game fans need no introduction to Michael Giacchino. A longtime gamer whose award-winning game scores have resulted in numerous accolades, Giacchino has moved on to score the popular television series "Alias," and the new series "Lost," plus Pixar Animation Studio's upcoming animated feature film "The Incredibles."

## ***Call of Duty: Finest Hour Re-Enlists Hollywood***

For the *Call of Duty* PC game, Giacchino created a compelling and gripping soundtrack, this time he has dug even deeper by deploying an 80 person orchestra and 50 person choir to bring out the emotions and conviction of ***Finest Hour***.

### **About Spark**

Spark Unlimited is a developer of high quality games for PlayStation® 2, Xbox™ and NINTENDO GAMECUBE™.

Founded in 2002 and headquartered in Sherman Oaks, California, Spark Unlimited is an employee owned company that seeks to create artistry through technology for a global gaming audience.

For more information about Spark Unlimited, please visit our Web site at [www.sparkunlimited.com](http://www.sparkunlimited.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 \$948 million for the fiscal year ended March 31, 2004.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, 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](http://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

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