

**FOR IMMEDIATE RELEASE**

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**EXPERIENCE THE PERILOUS ADVENTURES OF THE  
BAUDELAIRE ORPHANS IN ACTIVISION'S  
*LEMONY SNICKET'S A SERIES OF UNFORTUNATE EVENTS*™**

Santa Monica, CA - November 9, 2004 - It's time to discover a world drenched in imagination, ruled by invention and strung together by a series of unfortunate events in the *Lemony Snicket's A Series of Unfortunate Events*™ video game from Activision, Inc. (Nasdaq: ATVI). Based on the best-selling book series and the highly anticipated feature film launching in theaters on December 17 from Paramount Pictures, DreamWorks Pictures and Nickelodeon Movies, the game allows players to experience the lives of the three Baudelaire orphans through 16 adventure filled missions where they solve puzzles, build ingenious inventions and outsmart the evil Count Olaf and his troupe of creepy cohorts. Jim Carrey, Liam Aiken and Emily Browning reprise their film roles as Count Olaf, Klaus and Violet Baudelaire, while Tim Curry reprises his role as the narrator of the "Lemony Snicket" books on tape.

*Lemony Snicket's A Series of Unfortunate Events* for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and the Nintendo GameCube™ is available for a suggested retail price of \$49.99. Both the Game Boy® Advance and PC versions feature unique game play with their own adventures and carry a suggested retail price of \$29.99 each. The game has been rated "E" for Everyone by the ESRB.

*Lemony Snicket Video Game Ships To North American Retail Outlets*

“The ***Lemony Snicket’s A Series of Unfortunate Events*** video game allows fans to experience first hand the enigmatic world, eccentric characters and darkly intriguing storylines from the popular book series and feature film like never before,” said Kathy Vrabeck, president Activision Publishing. “From the moment they are faced with their first perilous adventure, gamers will be engulfed in the captivating world of the Baudelaires.”

“We’re thrilled with the video game that Activision has created for the ‘Lemony Snicket’s A Series of Unfortunate Events’ movie,” said Stephen Youngwood, senior vice president, Nickelodeon Media Products. “Activision captured the essence of the movie, which is filled with adventure, suspense and drama and turned it into a game that all kids will enjoy.”

In the game, players switch between the three orphans - Violet the inventor, Klaus the brave intellect and Sunny, the biting baby - and master each one’s strengths to keep them one step ahead of Count Olaf, who will stop at nothing to get his greedy hands on their family fortune. Adventures take them through such film locations as the Count’s mysterious mansion, Uncle Monty’s reptile room and Aunt Josephine’s rickety house hanging over the dark waters of Lake Lachrymose, as well as many other environments exclusive to the game.

Additionally, gamers must help the orphans gather objects throughout their adventures in order to build inventions to help them solve tricky puzzles and fend off enemies. Inventions include the Brilliant Bopper to clear foes from the orphans’ path, the Stable Stilts to maneuver through toxic goop and the Baby Booster for jet-powered jumping.

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Working in conjunction with Nickelodeon Consumer Products, Paramount Pictures and Nickelodeon Studios, ***Lemony Snicket's A Series of Unfortunate Events*** was developed by Amaze Entertainment.

BradyGames' ***Lemony Snicket's A Series of Unfortunate Events*** Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at [bradygames.com](http://bradygames.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 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, product delays, retail acceptance of our products, 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 Report 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 any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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