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**ACTIVISION RINGS IN THE HOLIDAY SEASON WITH
VIDEO GAMES FOR THE ENTIRE FAMILY**

***Tony Hawk's Underground, Disney's Extreme Skate Adventure,
True Crime™: Streets of L.A.™ Top Wish Lists Worldwide***

Santa Monica, CA -- October 13, 2003 - Activision, Inc. (Nasdaq: ATVI) is shining a spotlight on the 2003 holiday season with a comprehensive lineup of games for the entire family. The slate includes film inspired titles such as ***Disney's Extreme Skate Adventure***, groundbreaking action sports games like ***Tony Hawk's Underground***, titles targeted toward the action gamer including ***True Crime™: Streets of L.A.™*** and ***Call of Duty™***, as well as a historical real-time strategy game of epic scope and breadth, ***Empires: Dawn of the Modern World™***.

"This holiday season, Activision will showcase a strong lineup of high-quality games that includes both original titles and games based on high-profile Hollywood licenses," states Kathy Vrabeck, executive vice president of global publishing and brand management for Activision. "Spanning multiple gaming genres and hardware platforms, our

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diverse holiday slate will offer hours of fun to both enthusiast and casual gamers around the world."

The company's holiday lineup includes:

Call of Duty - Nominated for both "Best Action Game" and "Best PC Game," as well as featured in more than one-half dozen computer and video game magazines' "best of" lists following this year's Electronic Entertainment Expo 2003, ***Call of Duty*** allows gamers to experience the cinematic intensity and chaos of battle, through the eyes of ordinary soldiers fighting together, in this gritty and epic WWII first-person action game. As different soldiers from multiple sides of the Allied forces, players join their squads to take on missions as a U.S. paratrooper, then a British commando and finally a Russian infantryman, all in the pursuit of toppling the evil aspirations of Nazi Germany. ***Call of Duty*** features explosive, epic battlefield confrontations taking the heart-pumping action from the Russian Front to the American assault on D-Day and other historic European battles, all the way to the siege of Berlin. The game is being developed for the PC by Infinity Ward, a newly formed studio composed of 22 of the individuals who developed the critically acclaimed, best selling title *Medal of Honor® Allied Assault*, and has been rated "T" (for "Teen") by the ESRB.

Disney's Extreme Skate Adventure - Skate through the large and imaginative worlds of Walt Disney Pictures' presentation of a Pixar Animation Studios' film "Toy Story 2," Disney's "Tarzan®" and Disney's "The Lion King" along with the most memorable characters from each film. Using cutting-edge technology from Activision's *Tony Hawk's Pro Skater® 4* game engine, ***Disney's Extreme Skate Adventure*** lets players perform fun and unique skating tricks as their favorite movie characters, "Extreme Skate Crew" member or unique Create-A-Skater creations. Both "Extreme Skate Crew" members and Create-A-Skater characters can skate through real world locales, as well as be magically transported to environments from the films where they skate on bamboo rafts, frying pans and hover-boards, solving puzzles as they go. The game is being developed by Toys for Bob for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft, Nintendo GameCube™ and by Vicarious Visions® for the Game Boy® Advance. The title has been rated "E" (for "Everyone") by the ESRB.

Empires: Dawn of the Modern World - For the first time in a historically based real-time strategy game, players can command completely unique, historically based civilizations in a bid to dominate the world. In a game that spans from the Medieval Age to World War

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II, players forge mighty empires with their chosen nation taking advantage of the unique civilizations, units such as Tiger Tanks, Storm Troopers, Spitfires, and stealthy submarines and combat strategies over land, sea and air. The game is being developed for the PC by designer Rick Goodman and Stainless Steel Studios, Inc. and has been rated "T" (for "Teen") by the ESRB.

Tony Hawk's Underground - Crowned the "Best Sports Game" at the Electronic Entertainment Expo 2003, the highly anticipated ***Tony Hawk's Underground*** is a totally new breed of the Tony Hawk experience. Delivering innovative new features, this time it's all about the player - complete challenges and unveil the plot-twisting, true-to-life story that takes a player from unknown local skate punk to fame and fortune as the most popular skater in the world. Along the way, gamers will get off their boards and explore expansive new levels on foot or in vehicles. From putting their own faces into the game to inventing their own tricks and challenging their friends with unique player-created goals, this will be the most customizable console game ever made. In this game, there are no rules...it's all about the underground. The game, developed by Neversoft Entertainment, will be available on PlayStation 2, Xbox and Nintendo GameCube and has been rated "T" (for "Teen") by the ESRB. The Game Boy Advance version, developed by Vicarious Visions, Inc., has been rated "E" (for "Everyone") by the ESRB.

True Crime™: Streets of L.A.™ - FHM magazine raves, "Vice City fans take note: ***True Crime*** has faster cars, snazzier graphics (and) kung-fu craziness..." ***True Crime: Streets of L.A.*** has gamers assume the role of rogue Elite Operations Division operative Nick Kang, a no-holds-barred badass, whose brutal reputation and lethal skills have landed him the nasty task of taking down the Chinese Triad and Russian Mafia cartel that has turned the City of Angels into a war zone. Take part in explosive gun battles with double fist-ed firepower, devastating martial arts brawls, and high-speed shootouts across 240 square miles of accurately recreated L.A. In car or on-foot, the unique branching missions include locating hostile witnesses, infiltrating criminal-infested locations, taking out evasive informants and busting the heavily armed and deadly bad guys. The game is being developed by Luxoflux for the PlayStation 2, Xbox and Nintendo GameCube and has been rated "M" (for "Mature") by the ESRB.

About Disney Interactive

Disney Interactive is the award-winning publishing label of Buena Vista Games, Inc. The label produces high quality children's and family-oriented interactive video games and CD-ROMs based on Disney properties. Buena Vista Games, Inc. is the interactive

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entertainment arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit www.disneyinteractive.com.

About Pixar Animation Studios

Pixar Animation Studios (Nasdaq: PIXR, <http://www.pixar.com>) combines creative and technical artistry to create original stories in the medium of computer animation. Pixar has created five of the most successful and beloved animated films of all time: Academy Award®-winning *Toy Story* (1995); *A Bug's Life* (1998); Golden Globe-winner *Toy Story 2* (1999); the Academy Award®-winning *Monsters, Inc.* (2001); and *Finding Nemo* (2003). Pixar's five films have earned more than \$2.1 billion at the worldwide box office to date. The Northern California studio's next two film releases are *The Incredibles* (November 5, 2004) and *Cars* (holiday 2005). Pixar's films are released by Walt Disney Pictures.

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 \$864 million for the fiscal year ended March 31, 2003.

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, 2003, 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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