

**FOR IMMEDIATE RELEASE**

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**ACTIVISION USHERS IN THE HOLIDAY SEASON WITH  
ACTION-PACKED GAME LINE-UP FOR THE ENTIRE FAMILY**

Santa Monica, CA - October 4, 2004 - With the holiday season around the corner, Activision, Inc. (Nasdaq: ATVI) is showcasing a video game line-up that is sure to bring holiday cheer to every member of the family. The slate includes games based on high profile movies including Columbia Pictures' "Spider-Man® 2," DreamWorks' "Shrek 2™," DreamWorks' "Shark Tale™" and Paramount Pictures, DreamWorks Pictures and Nickelodeon Movies' highly anticipated "Lemony Snicket's A Series of Unfortunate Events™"; as well as popular interactive entertainment properties including id Software's **DOOM 3™**, The Creative Assembly's **Rome: Total War™**, **Tony Hawk's Underground 2**, **Call of Duty™: Finest Hour™**, **X-Men™ Legends** and **Vampire®: The Masquerade - Bloodlines™**.

**Movie-Inspired Games:**

**Spider-Man® 2** - Based upon the summer blockbuster event film from Columbia Pictures, the **Spider-Man 2** video game allows players to experience what it's like to be the world's most celebrated Super Hero, Spider-Man. Gamers get to web sling from buildings, dive from rooftops to the streets and scale the heights of Manhattan, a living breathing city complete with pedestrians, traffic, trains and helicopters. Players can re-live the film's storyline or embark on exclusive game missions as they perform heroic deeds, protect citizens from random crimes, and face off against the nefarious Doc Ock, and other Marvel super-villains. The **Spider-Man 2** interactive game for the game consoles have been rated "T" for Teen by the

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ESRB (PlayStation®2, Xbox®, Nintendo GameCube®) and the Game Boy® Advance and PC skus carry an “E” for Everyone rating.

**Shrek 2™** - Developed in conjunction with DreamWorks, **Shrek 2** is the only game that re-creates the magic, humor and fun of the blockbuster “Shrek 2” feature film. Players relive the epic adventure as their favorite film characters, Shrek®, Donkey, Princess Fiona™, and Puss-in-Boots™, as well as original characters created for the video game, as they journey through 11 action packed levels that include film locales and entirely new locations such as the Dwarven Mines and an enchanted forest. **Shrek 2** allows players to control a team of four characters, with additional characters becoming available as they play through the game. Master each one’s unique skills and switch between them to solve puzzles, fight monsters and complete wild and dangerous adventures. Both the PC and Game Boy Advance versions of **Shrek 2** have unique gameplay with their own adventures and puzzles. **Shrek 2** has been rated “E” for Everyone. (PlayStation 2, Xbox, GameCube, Game Boy Advance and PC)

**Shrek 2™: Beg For Mercy!** - Puss in Boots™ is now starring in his very own twisted fairytale game, which tells the story of his rise from humble feline to renowned bounty hunter and swashbuckler. Players can now experience Puss in Boots’ journey to The Poison Apple and beyond by playing as him or one of his friends in over 20 adventure-packed levels. **Shrek 2: Beg for Mercy!** has been rated “E” for Everyone. (Game Boy Advance)

**Shrek 2™: Team Action** - The best-selling **Shrek 2™** console game is now available on the PC. Fans embark on a twisted fairy tale adventure with Shrek® and friends while engaging in squad-based action, traditional action-adventure game play and multiplayer fun with up to four players. Gamers can control a team of four and play as Shrek or any of his nine friends, switching between each to best utilize the character’s unique abilities to solve puzzles, fight monsters and complete wild and dangerous adventures. **Shrek 2: Team Action** has been rated “E” for Everyone. (PC)

**DreamWorks’ Shark Tale™** - Players experience the fun and adventure of the DreamWorks’ movie by assuming the role of Oscar, a fast-talking little fish working his way up the food chain, who becomes an unlikely hero as he searches for an easy path to fame and fortune. Players undertake more than 25 adventure-packed missions set in their favorite film locations and new environments exclusive to the game. **Shark Tale** has been rated “E” for Everyone. (PlayStation 2, Xbox, GameCube, Game Boy Advance and PC)

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***Lemony Snicket's A Series of Unfortunate Events™*** - ***Lemony Snicket's A Series of Unfortunate Events*** is based on the popular book series and the upcoming Paramount Pictures, DreamWorks Pictures and Nickelodeon Movies film starring Jim Carrey, Jude Law and Meryl Streep. It is the only game that lets players experience first-hand the misadventures of the savvy and resilient Baudelaire orphans as they narrowly escape from the clutches of the villainous Count Olaf who is forever after their inheritance. ***Lemony Snicket's A Series of Unfortunate Events*** has been rated "E" for Everyone. (PlayStation 2, Xbox, GameCube, Game Boy Advance and PC)

### ***Top Brands in Interactive Entertainments***

***DOOM 3™*** - id Software's terrifying battle with the forces of Hell has invaded the PC. Science has unlocked the gates to the unknown, and now only one man stands between Hell and Earth. A sci-fi horror masterpiece, ***DOOM 3*** is like nothing you've ever experienced. A dramatic storyline, pulse-pounding action, incredible graphics, and revolutionary technology combine to draw you into the most frightening and gripping first-person gaming experience ever created. Battle through heart-pounding single-player or fight for your life against others online in team or deathmatch-based multiplayer modes. Id Software's ***DOOM 3*** is rated "M" for Mature by the ESRB. (PC)

***Tony Hawk's Underground 2*** -- The latest evolution in the #1 action sports franchise, ***Tony Hawk's Underground 2*** delivers more interaction than any other Tony Hawk game. Players take off on an all out skating blitzkrieg where two teams lead by Tony Hawk and Bam Margera conquer sick terrain, wreak havoc, pull off mischievous pranks and make six international cities their personal stomping ground. Gamers win by playing as themselves or switching between pro teammates and guest skaters as they trigger level changing events, use focus control to nail tricks in slow motion and ride a variety of motorized objects. In order to get props from their peers, players pull off Bam style stunts, pelt bystanders with tomatoes and water balloons, and tag the turf with their signature graffiti. ***Tony Hawk's Underground 2*** has been rated "T" for Teen by the ESRB. (PlayStation 2, Xbox, GameCube)

***Call of Duty™: Finest Hour™*** - The newest installment in the award-winning ***Call of Duty™*** series, ***Call of Duty: Finest Hour*** takes console gamers to the frontlines of combat to experience the cinematic intensity, chaos of battle and epic moments of World War II in new campaigns across the North African Western and Eastern Fronts. An original game, ***Call of Duty: Finest Hour*** showcases all new missions featuring authentic squad-based combat, explosive

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vehicle action, and breathtaking special effects to deliver a gripping first-person action thriller. Covering three Allied campaigns, players will experience some of history's most intense battles, and for the first time, assume the role of multiple characters within the Russian, British and American forces. **Call of Duty: Finest Hour** has not yet been rated by the ESRB. (PlayStation 2, Xbox, GameCube)

**Rome: Total War™** - The latest edition in the Creative Assembly's award-winning *Total War™* series, **Rome: Total War** redefines the strategy genre by enabling gamers to take command of massive armies that wage war in epic, cinematic battles in the brutal world of the Roman Empire. The game delivers an accessible experience by offering players a prologue that immerses them into the action, advisors who assist them throughout the game and traditional RTS controls. Players can elect to either auto-manage cities, troop recruitment, finances, economy and auto resolve military battles, or take full control of all aspects of the game. **Rome: Total War** has been rated "T" for Teen by the ESRB. (PC)

**X-Men™ Legends** - As the first 3D action-RPG based on the popular Marvel X-Men characters, **X-Men Legends** challenges players to master the attributes of their favorite mutants by creating, customizing and controlling teams of four X-Men in real time. Assuming the role of more than a dozen popular Super Heroes™, each with individual mutant powers and fighting skills, including Wolverine™, Gambit™ and Storm™, players lead teams of X-Men as they battle the Brotherhood of Evil Mutants and other Marvel villains on a quest to stop the extinction of mankind and determine the fate of the world. **X-Men Legends** has been rated "T" for Teen by the ESRB. (PlayStation 2, Xbox and GameCube)

**Vampire: The Masquerade®-Bloodlines™** - **Vampire: The Masquerade-Bloodlines** plunges players into the dark and gritty vampire underworld of modern-day L.A. as a creature of the night. Gamers choose to play a character from one of seven different clans--all with unique skills, strengths and disciplines-- then develop their characters by completing story-driven quests using politics, alliances, persuasion and combat with an incredible array of vampire powers and weapons. Powered by Valve's Source™ Technology, the same game technology used to power Half-Life®2, **Vampire: The Masquerade-Bloodlines** combines the deep storyline, character development and exploration of a traditional RPG with the graphical beauty and first-person immediacy of a next-gen engine. The title is being developed by renowned RPG developer Troika Games, and based on White Wolf's popular Vampire: The Masquerade pen-and-

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paper RPG series and its official clans. **Vampire: The Masquerade--Bloodlines** has not yet been rated by the ESRB. (PC)

**Call of Duty™: United Offensive™** -- Expanding on the award-winning, epic and cinematic first-person action of *Call of Duty™*, **Call of Duty: United Offensive** delivers more of WWII's most legendary conflicts by offering 12 new levels in an all-new single player campaign, as well as 10 new multiplayer maps. Players engage in explosive action from the front lines with enhanced special effects, new player abilities and authentic WWII weapons including a flamethrower, deployable machine-guns and more. The robust multiplayer component features three new team and objective-based modes including tank-and-foot-soldier combined arms action, Capture the Flag, and Domination - where players vie for control of the map by occupying multiple key locations scattered throughout the level. **Call of Duty: United Offensive** has been rated "T" for Teen by the ESRB. (PC)

### **About id Software**

id - Freud's primal part of the human psyche and one of the hottest game shops on Earth - has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as Wolfenstein 3D®, DOOM®, DOOM II™, QUAKE® and QUAKE II™. With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. And, in keeping with tradition, id Software has amplified the world of adrenaline pumping 3-D gaming with the release of their latest action titles, QUAKE III Arena™, QUAKE III: Team Arena™, and Return to Castle Wolfenstein™. id Software's advanced DOOM 3 engine is leading the next revolution in 3-D interactive games. Check out more about id Software at [www.idsoftware.com](http://www.idsoftware.com).

### **About Marvel Enterprises, Inc.**

With a library of over 4,700 proprietary characters, Marvel Enterprises, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused in four areas: entertainment (Marvel Studios), licensing, comic book publishing and toys (Toy Biz). Marvel facilitates the creation of entertainment projects, including feature films, DVD/home video, video games and television based on its characters and also licenses its characters for use in a wide range of consumer products and services including apparel, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its comic book division, which continues to expand its leadership position in the U.S.

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and worldwide while also serving as an invaluable source of intellectual property.

### **About Spider-Man Merchandising L.P.**

Spider-Man Merchandising L.P. is a joint venture comprised of Marvel Enterprises, Inc. and Sony Pictures Consumer Products Inc. The partnership oversees all of the licensing and merchandising for Columbia Pictures' feature film "Spider-Man 2," which is based on Marvel characters.

### **About Columbia Pictures**

Columbia Pictures is a Sony Pictures Entertainment (SPE) company. SPE is a division of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution, television production and distribution, worldwide channel investments, home video acquisition and distribution, operation of studio facilities, development of new entertainment products, services and technologies, and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web <http://www.spe.sony.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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