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**ACTIVISION DROPS ANCHOR AT RETAIL STORES
NATIONWIDE
WITH *DREAMWORKS' SHARK TALE***

Santa Monica, CA - September 29, 2004 - Find out what happens when a fast-talking fish tells a great white lie in ***DreamWorks' Shark Tale*** video game, available now from Activision, Inc. (Nasdaq: ATVI). Featuring a hip underwater culture and funky tunes, gamers immerse themselves in the world of Reef City as they step into the fins of Oscar, a bigger-than-life little fish that is constantly "fin-agling" his way out of trouble. Players will dance, race, fight, explore and brave their way through more than 25 movie-inspired and game exclusive levels.

DreamWorks' Shark Tale 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.

Shark Tale Video Game Ships To North American Retail Outlets

“DreamWorks’ Shark Tale gives players an expanded view of Reef City where they can interact with their favorite movie characters and experience new adventures,” said Kathy Vrabeck, president, Activision Publishing. “With dance pad compatibility and a cool, hip-hop soundtrack, players of all ages will be able to enjoy this game.”

In the PlayStation 2 and Xbox versions of **DreamWorks’ Shark Tale**, players can plug in a dance pad and truly get into the groove. Points earned while busting moves to the uniquely choreographed dance missions help Oscar make a name for himself and allow players to unlock special items. Whether getting funky in a dance challenge, or dodging traffic while careening through the bustling metropolis of Reef City, players will experience the vibe of the movie thanks to remixed and licensed R&B, funk, reggae and hip-hop music from top artists.

In **DreamWorks’ Shark Tale**, Oscar is a little fish who dreams big, but his dreams land him in hot water when a great white lie turns him into an unlikely hero. At first, his fellow fish swallow Oscar’s story hook, line and sinker and he is showered with fame and fortune. It’s all going along swimmingly, until it starts to become clear that Oscar’s tale about being the defender of the Reef is all wet. Oscar is finding out that being a hero comes at a Market Price when his lie threatens to make him the Catch of the Day. Now he has to tread water until he can get the scales to tip back in his favor again. DreamWorks’ upcoming feature film, “Shark Tale,” opens nationwide this October 1.

Working in conjunction with the DreamWorks animation team, **DreamWorks’ Shark Tale** was developed for the console platforms by Edge of Reality, for the Game Boy Advance by Vicarious Visions and for the PC by Amaze Entertainment.

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BradyGames' ***DreamWorks' Shark Tale*** Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at 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.

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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