

FOR IMMEDIATE RELEASE

Contact:

Communications

For Information,

Lisa Fields

Manager, Corporate

Activision, Inc.

310/255-2227

lfields@activision.com

**ACTIVISION HOOKS UP FRESH TUNES FOR THE
DREAMWORKS' SHARK TALE™ VIDEO GAME SOUNDTRACK**

Santa Monica, CA - September 7, 2004 -Activision, Inc. (Nasdaq: ATVI) is bringing the funky vibe of *DreamWorks' Shark Tale™* video game to life with a soundtrack featuring licensed songs from today's biggest hip-hop and reggae talents like Outkast, Ziggy Marley and Sean Paul as well as classic R&B and funk tracks from Cheryl Lynn, Rose Royce and Wild Cherry, as remixed by renown producers Swizz Beatz and "Bassy" Bob Brockman. The soundtrack also includes hip-hop classics from the Fat Boys, MC Hammer and DJ Jazzy Jeff and the Fresh Prince. Based on the upcoming fall release of DreamWorks' "Shark Tale" movie, the game lets players immerse themselves in a hip, underwater culture as they take on the adventures of Oscar, a bigger-than-life fish working his way up the food chain.

The full lineup of songs for the console versions includes:

Outkast - "The Way You Move"

Sean Paul and Ziggy Marley - "Three Little Birds"

Rose Royce featuring The Waters Family - "Carwash" (Swizz Beatz
remix)

Rose Royce featuring The Waters Family - "Carwash"
("Bassy" Bob Brockman remix)

Activision's DreamWorks' Shark Tale Video Game Soundtrack Announcement

Toots & The Maytals - "Funky Kingston"

DJ Jazzy Jeff and the Fresh Prince - "Summertime"

MC Hammer - "U Can't Touch This"

Inner Circle - "Bad Boys"

Fat Boys - "Wipeout"

Cheryl Lynn - "Got To Be Real" (Swizz Beatz remix)

Wild Cherry - "Play That Funky Music" (Swizz Beatz remix)

Mocean Worker - "Hey Baby"

DreamWorks' Shark Tale is being developed by Edge of Reality for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and the Nintendo GameCube™ and by Vicarious Visions for the Game Boy® Advance, and has been rated "E" ("Everyone" - cartoon violence - content suitable for persons ages 6 and older) by the ESRB. The PC version is being developed by Amaze Entertainment and has been rated "E" ("Everyone" - mild cartoon violence - content suitable for persons ages 6 and older) by the ESRB.

About Shark Tale

Oscar is a fast-talking little fish who dreams big. But his dreams land him into 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

Activision's DreamWorks' Shark Tale Video Game Soundtrack Announcement

water until he can get the scales to tip back in his favor again. "Shark Tale" opens nationwide this October 1.

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.

#

Xbox is a registered trademark of Microsoft Corporation in the United States and/or other countries.