



ACTIVISION UNVEILS POWERHOUSE GAME SLATE AT 2005 ELECTRONIC ENTERTAINMENT EXPO

Line-Up Includes Titles Based On Best-Selling Entertainment Brands and Original Intellectual Properties

Santa Monica, CA - May 18, 2005 -- Activision, Inc. (Nasdaq: ATVI) will showcase a blockbuster game line-up at this year's Electronic Entertainment Expo, taking place at the Los Angeles Convention Center from May 18-20, 2005. The company's line-up includes titles based on popular entertainment brands like Marvel's **Spider-Man**, **Fantastic 4** and **X-Men**, as well as **Shrek®**, new installments in Activision's best-selling **Tony Hawk** and **Call of Duty®** franchises, and innovative offerings from some of the industry's top development houses including id Software's **QUAKE 4™** and **The Movies™** from Peter Molyneux's Lionhead Studios.

"Today there are more household gaming systems worldwide than ever before," said Kathy Vrabeck, president of Activision Publishing. "At this year's E3, Activision will showcase a diverse slate of entertainment titles that span the action-sports, action, role-playing, life sim and fighting genres and includes offerings for audiences of all ages and skill levels."

Activision's Game Line-Up Includes:

Call of Duty® 2 - The sequel to the 2003 "Game of the Year," **Call of Duty 2** delivers an unparalleled portrayal of the chaos and cinematic intensity of World War II through stunningly detailed graphics, advanced AI, realistic character animations and explosive on-screen action - all powered by Infinity Ward's brand new proprietary engine. As part of a squad overcoming insurmountable odds, players enlist in multiple campaigns throughout France, North Africa and the Russian Eastern Front. The sequel offers more gameplay freedom than ever before, allowing players to choose to fight in historic battles chronologically or experience one of four individual soldier's stories all the way through. Vast, open battlefields also allow gamers the option to select multiple ways to complete their objectives, while an all-new battle chatter system provides authentic in-combat dialogue, delivering the ultimate WWII experience. **Call of Duty 2** is being developed by

Activision Unveils Blockbuster Games at 2005 Electronic Entertainment Expo

Infinity Ward and has not yet been rated by the ESRB. (Windows® PC, the Xbox 360™ video game and entertainment system from Microsoft)

Call of Duty® 2: Big Red One™ - Building on the *Call of Duty* brand's signature epic, cinematic intensity of war, **Call of Duty 2: Big Red One** unites players in the chaos of battle fighting as part of a squad in the legendary and decorated "Big Red One," the American 1st Infantry Division. As part of the famed "Fighting First," players are drafted into a variety of historic **Big Red One** missions that take them across land, sea and air from the invasion of North Africa, through the battle for Sicily, and all the way to D-Day in one continuous storyline. Building from the award-winning *Call of Duty* PC AI, **Big Red One** delivers even more realistic squad and enemy action, including smarter use of environmental cover and new authentic battlefield tactics. **Call of Duty 2: Big Red One** is being developed by Gray Matter and Treyarch and has not yet been rated by the ESRB. (PlayStation®2 computer entertainment system, the Xbox® video game and entertainment system from Microsoft, Nintendo GameCube™)

Fantastic 4 - The only game based on Twentieth Century Fox's upcoming feature film, **Fantastic 4** is a team-based action-adventure in which players harness the Marvel Super Heroes' unique and amazing powers through a compelling single-player mode or two-player cooperative gameplay experience. Authored by Zak Penn, who co-wrote the story for "X2," the game follows the "*Fantastic 4*" film's storyline and expands the adventures by letting players use their *Fantastic 4* powers to stretch, control fire and use invisibility and brute force to defeat evil Super Villains in new environments and familiar comic book locales. **Fantastic 4** is being developed by 7 Studios for the console systems and Beenox Studios for the PC and has been rated "T" (Teen - with mild language and violence) by the ESRB. **Fantastic 4** is being developed by Torus Games for the handheld platform and is rated E-10+ (with animated violence) by the ESRB. Handheld platform gameplay differs from PC and console systems gameplay. (PlayStation 2, Xbox, GameCube, Nintendo Game Boy® Advance and Windows PC)

The Movies™ - Developed by Lionhead Studios' Peter Molyneux, a pioneer in the "life simulation" genre, **The Movies** lets gamers become Hollywood players, by creating unique movies and releasing them from the studios they build, starring the actors they discover and develop. Players select scripts, dress sets, choose costumes, determine the intensity of the action, dub voice-overs, score music, and write their own subtitles to create movie masterpieces that they can share online with friends. Gamers can become movie moguls who discover stars, managing their fame from young unknowns through the twilight of their careers, or focus on directing movies from their favorite time

Activision Unveils Blockbuster Games at 2005 Electronic Entertainment Expo

periods. The game is being developed by Lionhead Studios and has not yet been rated by the ESRB. (Windows PC)

QUAKE 4™ - Earth is under siege by the Strogg, a barbaric alien race moving through the universe consuming, recycling and annihilating any civilization in their path. In a desperate attempt to survive, an armada of Earth's finest warriors is sent to take the battle to the Strogg home planet. You are Matthew Kane, an elite member of Rhino Squad and Earth's valiant invasion force. Fight alone, with your squad, and in hover tanks and mechanized walkers as you engage in a heroic mission into the heart of the Strogg war machine. But in this epic war between worlds, the only way to defeat the Strogg is to become one of them. Battle through early missions as a deadly marine, then, after your capture, as a marine-turned-Strogg with enhanced abilities and the power to turn the tide of the war. Built on id Software's revolutionary **DOOM 3™** technology, **QUAKE 4** also features fast-paced multiplayer competition modeled after the speed, feel, and style of **QUAKE III Arena®**. **QUAKE 4** is being developed by Raven Software and executive produced by id Software and has not yet been rated by the ESRB. (Windows PC, Xbox 360)

Shrek® SuperSlam - Ogre-sized brawling action collides with the hilarious Shrek® universe in **Shrek SuperSlam**, the ultimate four-player melee game. Set in fully destructible 3D environments that parody legendary fairytales and pop culture, gamers can choose to play as 20 characters from the Shrek universe and well-known fables and unleash power slams, taunts and signature attacks including Donkey's "Juggle-Punt," juggling foes on his mighty hooves; the swashbuckling swordplay of Puss-in-Boots™; Princess Fiona's™ devastating "Fists of Fury"; and Shrek's gaseous "Green Storm." Players collect powerful potions, weapons and magical items, unlocking new characters, arenas and costumes along the way in single player story, ladder and mega challenge modes or frenzied multiplayer melee combat games. **Shrek SuperSlam** is being developed by Shaba Games for the console systems and Amaze Entertainment/Griptonite Games for the handheld platform and has not yet been rated by the ESRB. Handheld platform gameplay differs from console systems gameplay. (PlayStation 2, Xbox, Nintendo GameCube, Game Boy Advance and Nintendo DS™)

Tony Hawk's American Wasteland™ - For the first time ever, **Tony Hawk's American Wasteland™** gives players the freedom to experience continuous skating and BMX biking action without leaving the game or waiting for load times as they explore and choose missions in a massive, living Los Angeles skate world. In a plot-twisting story that pays homage to the roots of skateboarding and 80's punk style, gamers play a young rebel skater who makes his way to the mecca of skateboarding where he must prove himself to Tony Hawk, local pros,

Activision Unveils Blockbuster Games at 2005 Electronic Entertainment Expo

and legendary skaters and participate in the construction of the ultimate, trick-filled skate park. The new game features new multiplayer modes including a two-player co-op classic mode and online functionality for the PS2 Online and for the first time ever, Xbox Live®. **Tony Hawk's American Wasteland** is being developed by Neversoft Entertainment for the console systems and Vicarious Visions for the handheld platform, and has not yet been rated by the ESRB. Handheld platform's gameplay differs from console systems' gameplay. (PlayStation 2, Xbox, Xbox 360, Nintendo GameCube, Game Boy Advance, Nintendo DS)

Ultimate Spider-Man - Take on the role of the world's most famous Super Hero, Marvel's Spider-Man, and one of his most menacing nemeses, Venom, in an original storyline written and illustrated by the creative team behind the best-selling "Ultimate Spider-Man" comic book series. Set in a massive free-roaming environment, the game delivers the deepest Spider-Man adventure with a variety of challenging missions, diverse gameplay and a new combat system that allows players to face off against the largest number of villains from the Spider-Man universe ever assembled in one video game. With gameplay that unfolds through interactive comic book panels, players are seamlessly integrated into the game via simultaneous multiple visual perspectives. **Ultimate Spider-Man** is being developed by Treyarch for the console systems, Vicarious Visions for the handheld platform and Beenox Studios for the PC. The game has not yet been rated by the ESRB. Handheld platform gameplay differs from PC and console systems gameplay. (PlayStation 2, Xbox, Nintendo GameCube, Game Boy Advance, Nintendo DS, Windows PC)

X-Men Legends II: Rise of Apocalypse - The sequel to the best-selling X-Men title ever, *X-Men Legends*, **X-Men Legends II: Rise of Apocalypse** is an all new action-RPG that lets players create, customize and control teams of four mutants from 16 all-time favorite X-Men and classic Brotherhood villains from the Marvel Universe. With the X-Men and Brotherhood fighting side by side for the first time, players switch instantly between teammates wielding many more super powers and skills than *X-Men Legends*, as they overcome obstacles, solve puzzles and defeat more than 100 types of enemies including Lady Deathstrike and the notorious Four Horsemen of Apocalypse. Delivering significant gameplay enhancements over the first title, **X-Men Legends II: Rise of Apocalypse** challenges players to explore immense, destructible environments set in classic X-Men locations like Genosha and the Infinite Factory, and exotic worldly locales like Egypt and the South Pole in both single player and, for the first time ever, online multiplayer modes. **X-Men Legends II: Rise of Apocalypse** is being developed by Raven Software for the console systems, Vicarious Visions for the handheld platform and Beenox Studios for the PC, and

Activision Unveils Blockbuster Games at 2005 Electronic Entertainment Expo

has not yet been rated by the ESRB. Handheld platform gameplay differs from console systems and PC platform gameplay. (PlayStation 2, Xbox, GameCube, PlayStation® Portable, Windows 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**.

About Marvel Enterprises, Inc.

With a library of over 5,000 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, 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, toys, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its publishing division, which continues to expand its leadership position in the U.S. and worldwide while also serving as an invaluable source of intellectual property.

About Xbox 360

Xbox 360 is the next-generation video game and entertainment system that places gamers at the center of the experience. Available this holiday season in Europe, Japan and North America, Xbox 360 will ignite a new era of digital entertainment that is always connected, always personalized and always in high definition.

About Xbox

Xbox (<http://www.Xbox.com>) is the video game and entertainment system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox *Live* online game service. The tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new

Activision Unveils Blockbuster Games at 2005 Electronic Entertainment Expo

digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

About Xbox Live

Launched in November 2002 and now with presence in 24 countries worldwide, *Xbox Live* has set the bar for online games entertainment. As the first global, unified online console games service, *Xbox Live* continues to take online gameplay to unprecedented heights. With a rapidly growing community of more than 1.8 million subscribers, *Xbox Live* offers best-in-class games, intelligent matchmaking, tournaments, unique programming and integration with Xbox.com — there is simply nothing else like it. The service continues to provide more and more ways for members to meet, interact and stay engaged with each other.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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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