

FOR IMMEDIATE RELEASE

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**ACTIVISION'S *ROME: TOTAL WAR*™
STORMS ON TO NORTH AMERICAN RETAIL SHELVES**

Santa Monica, CA - September 22, 2004 - Veni, Vidi, Vici! The ancient battles of Roman history rage on in Activision, Inc.'s, (Nasdaq: ATVI) ***Rome: Total War*™**. The revolutionary new title in the Creative Assembly's award-winning Total War™ series, ***Rome: Total War*** takes the franchise to new heights with groundbreaking technology that brings the epic, cinematic battles of the Roman era to life with graphics and gameplay beyond anything previously seen in a PC game. ***Rome: Total War*** has already received critical acclaim, earning an "Editors' Choice" award from PC Gamer magazine with a score of 92. ***Rome: Total War*** for the PC is rated "T" ("Teen" - Violence) by the ESRB and carries a suggested retail price of \$49.99.

Rome: Total War gives beginners and seasoned strategy gamers a chance to experience the epic battles and hand to hand combat of ancient Rome in a way that has never been seen before," states Kathy Vrabeck, president of Activision Publishing, Inc. "Players will be able to control the same troops that were once lead by mighty Generals such as Hannibal and Julius Caesar."

Activision Ships Rome: Total War

In ***Rome: Total War***, players are transported to the battlefields of ancient history's greatest conflicts where they can control mighty armies of up to 10,000 fully polygonal, highly detailed, motion-captured warriors that appear on the screen at once. Gamers can direct vast armies led by history's most legendary generals including Julius Caesar and Hannibal, and must use a combination of brains and brawn to successfully recreate the Roman Empire. For more information and regular updates on ***Rome: Total War*** visit: <http://www.totalwar.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.

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