



FOR IMMEDIATE RELEASE

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**ACTIVISION TO LAUNCH *TONY HAWK'S UNDERGROUND 2 REMIX*,
SPIDER-MAN 2™ THE GAME AND Sony Online Entertainment's
UNTOLD LEGENDS™: BROTHERHOOD OF THE BLADE™ FOR
THE PLAYSTATION® PORTABLE ENTERTAINMENT
PLATFORM.**

Sydney, Australia - August 10th, 2005 - Handheld gamers will be receiving a triple dose of action with the release of Activision, Inc.'s (Nasdaq: ATVI) *Spider-Man 2* the game, *Tony Hawk's Underground 2 Remix* and Sony Online Entertainment's *Untold Legends: Brotherhood of the Blade* for the PlayStation Portable Entertainment Platform (PSP). The launch of these titles will be simultaneous with the launch of the PSP.



Tony Hawk's Underground 2 Remix takes players on an all new skating blitzkrieg where they embark on the ultimate road trip from Tony Hawk's Underground 2 in addition to wreaking havoc in four never-before-seen city-levels - Las Vegas, Atlanta, Kyoto and Santa Cruz -- that feature original goals, level changing events and unlockable characters. For the first time, players can live the Tony Hawk console gaming experience on a handheld device as they join either Tony Hawk or Bam Margera on a World Destruction Tour where they nail insane tricks with lightning speed or slow motion focus control, pull off mischievous pranks, and conquer sick terrain

Activision to launch a Trio of Titles For Sony PSP™

through 13 single-player levels, or face off against up to three friends in 10 wireless multiplayer games.



Based on the blockbuster feature film from Columbia Pictures and Marvel, **Spider-Man™ 2** leverages the PSP's processing power to deliver the most realistic Spider-Man experience on a handheld platform. As Spider-Man, players must master new combo moves as they protect the city of Manhattan from the nefarious Doc Ock and other classic Marvel villains by swinging, jumping and wall-crawling through 19 new levels that extend beyond the film. Featuring an unprecedented depth of gameplay, players experience original storylines and battle through graphically rich 3D environments.



Untold Legends: Brotherhood of the Blade, developed and published by Sony Online Entertainment, will be the only multiplayer action role-playing game (RPG) available at the PSP™ handheld entertainment system's launch. With fast-paced, hack 'n slash action, randomly generated environments, monsters and items, beautiful 3D graphics and wireless cooperative multiplayer gameplay, **Untold Legends: Brotherhood of the Blade** offers a compelling gameplay experience never before seen on a handheld gaming device.

Journey to a world beyond the realms of imagination and engage in battles to save Aven, a timeless city of safe haven and the last remaining stronghold of Good in a world of Evil. As a dark threat looms and a gathering of unknown forces grows stronger, heroes have been called and the Brotherhood of the Blade has been formed. It is up to you and your chosen brothers to unravel the mysteries of this looming peril. **Untold Legends: Brotherhood of the Blade** offers on-the-go action-RPG combat, intense multiplayer battles and a completely original adventure for you to uncover.

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About Spider-Man Merchandising, LP

Spider-Man Merchandising L.P. is a limited partnership between Sony Pictures Consumer Products Inc. and Marvel Enterprises Inc. The partnership oversees the expansive licensing and merchandising campaign surrounding Columbia Picture's and Marvel's "Spider-Man" feature film franchise. Spider-Man Merchandising L.P. explores a full range of merchandising categories for one of the world's most recognized feature film properties.

About Sony Online Entertainment

Sony Online Entertainment Inc. (SOE), a subsidiary of Sony Pictures Digital Inc., is a recognized worldwide leader in massively multiplayer online games, with a subscriber base of over 800,000 active accounts around the globe. SOE creates, develops and provides compelling entertainment for the personal computer, online, game console and wireless markets. Known for its blockbuster franchises, *EverQuest®*, *EverQuest® II* and *PlanetSide®*, as well as for developing *Star Wars Galaxies™: An Empire Divided™*, SOE continues to redefine the business of online gaming and the creation of active player communities while introducing new genres on various entertainment platforms. Headquartered in San Diego, CA, with additional development studios in Austin, TX, and Seattle, WA, SOE has an array of cutting-edge online games in development.

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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,

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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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