



FOR IMMEDIATE RELEASE

For Information, Contact:

Michelle Nino
Director, Corporate Communications
Activision, Inc.
310.255.2508
mnino@activision.com

**ACTIVISION DEBUTS DYNAMIC LINEUP OF GAMES FOR
PLAYSTATION®2 COMPUTER ENTERTAINMENT SYSTEM AT
2003 ELECTRONIC ENTERTAINMENT EXPO**

Santa Monica, CA – May 14, 2003 – Activision, Inc. (Nasdaq: ATVI) will debut a show-stopping slate of games for the PlayStation®2 computer entertainment system at the 2003 Electronic Entertainment Expo, which takes place at the Los Angeles Convention Center from May 14 - 16. The company's blockbuster lineup includes high-profile Hollywood licenses such as *Shrek*, *Disney's Extreme Skate Adventure*™ and the *X-Men*™, as well as games based on original properties including *Pitfall*® *Harry*, *True Crime*™: *Streets of L.A.*™ and *Wakeboarding Unleashed*™ featuring *Shaun Murray*.

Shrek 2™: *The Game* (working title) - Embark upon an adventure that goes beyond the movie with *Shrek 2: The Game*. Inspired by the upcoming film and expanding its storyline, the game features Shrek®'s signature humor and comedic interactions. Players experience key moments from the film and encounter a variety of new personalities, environments and sub-plots as they switch between Shrek®, Donkey or one of their many fairy tale friends. The game is being co-developed and co-published worldwide by TDK Mediactive and Activision, and is currently in development by Luxoflux. *Shrek 2: The Game* has not yet been rated by the ESRB.

Activision Unveils 2003 Line-Up for Electronic Entertainment Expo

Disney's Extreme Skate Adventure™ - Skate through the large and imaginative worlds of Walt Disney Pictures' presentation of Pixar Animation Studios' "Toy Story 2," "Disney's Tarzan®" and "Disney's The Lion King" along with the most memorable characters from each film. Using cutting-edge technology from Activision's *Tony Hawk's Pro Skater® 4* game engine, *Disney's Extreme Skate Adventure* lets players perform fun and unique skating tricks as their favorite characters, "Extreme Skate Crew" member or unique Create-A-Skater creation. Both "Extreme Skate Crew" members and Create-A-Skater characters can skate through real world locales as well as be magically transported to environments from the films where they can use bamboo rafts, frying pans and hover-boards, solving puzzles as they go. *Disney's Extreme Skate Adventure* is being developed by Toys for Bob and has not yet been rated by the ESRB.

Pitfall® Harry - The daring, risk-taking explorer who laughs in the face of danger is back! Featuring over 50 levels of fast-paced action and puzzle solving adventures, the game challenges players to swing, fight, climb and crawl through eight types of treacherous South American environments including lush jungles, dark tombs, ancient Aztec ruins and glacial mountains. *Pitfall Harry* also includes favorite features from the earlier *Pitfall®* games such as vine swinging, gaping chasms, crocodiles and scorpions. Gamers can overcome the obstacles using all of the tools in Harry's arsenal including a sling, dynamite and ice axes, and rescue those in distress from deadly foes like snakes, scorpions and spiders. The game is being developed by Edge of Reality and has not yet been rated by the ESRB.

X-Men®: Legends™ - The first-ever X-Men real-time RPG allows gamers to assemble, train and lead their own X-Men fighting force in a battle against some of the deadliest foes in the Marvel Universe including the Morlocks™, the Brotherhood of Mutants™ and robotic Sentinels™. Players must draw on the powers of a diverse pool of X-Men and use teamwork to unleash the full power of their squad. *X-Men: Legends* is being developed by Raven Software and has not yet been rated by the ESRB.

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True Crime™: Streets of L.A.™ - Assume the role of Elite Operations Division (E.O.D.) Detective Nick Kang, a misunderstood, no-holds-barred badass cop tasked with taking down the Chinese Triad and Russian Mafia cartel that has turned the City of Angels into a war zone. With twin 45's and devastating martial arts skill, players prowl the streets of L.A. in a custom made police vehicle, while heading a top-secret task force out to restore law and order. In car or on-foot, the unique branching missions include locating hostile witnesses, searching for case-cracking clues, tracking down evasive informants and busting the heavily armed and deadly bad guys. *True Crime: Streets of L.A.* is being developed by Luxoflux and has not yet been rated by the ESRB.

Wakeboarding Unleashed™ featuring Shaun Murray - Hang on for your life and get ready to rip behind a high-powered speedboat as you trick through dangerous terrain. Feel the rush as you crash into houseboats and catch huge air in nine exotic levels with seven world-class wakeboarders. Tired already? Then drive the boat and help fellow riders pull off challenging technical tricks on the most realistic looking water ever. *Wakeboarding Unleashed featuring Shaun Murray* is being developed by Shaba Games, LLC and has not yet been rated by the ESRB.

About Marvel Enterprises, Inc.

Marvel Enterprises, Inc. (NYSE: MVL) is a leading global character-based entertainment company that has developed and owns a library of more than 4,700 characters, which have entertained generations around the world for over 60 years. Marvel's operations are focused in entertainment and consumer product licensing and comic book publishing. Marvel Studios supports the development of feature films, DVD/video products and TV series. Marvel's creative team also supports the creation of video games and toy lines based on its characters as well as for a broad and growing range of consumer products and services including apparel, collectibles, foods and promotions. Marvel's comic book division is a leading publisher in the global marketplace while also serving as an invaluable source of intellectual property. Marvel's Toy Biz division is a recognized creative force and leader in toy design, sales and marketing, developing and overseeing both licensee and in-house toy lines. For additional information visit <http://www.marvel.com>. For additional information visit <http://www.marvel.com>. Marvel, X-Men and related characters are trademarks of Marvel Characters, Inc. and are used with permission: ™ & © 2003 Marvel Characters, Inc. All rights reserved.

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About Disney Interactive

Disney Interactive is the award-winning children's publishing label of Buena Vista Games, Inc. The label is committed to producing quality children's and family-oriented interactive video games and CD-ROMS. Buena Vista Games, Inc. is the interactive entertainment arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit www.disneyinteractive.com

About TDK Mediactive, Inc.

Southern California based TDK Mediactive, Inc. is a global publisher of high quality interactive entertainment software for the PlayStation®2 computer entertainment system, PS one™ game console, Xbox™ video game system from Microsoft, and the Nintendo GameCube™, Game Boy® Advance and Game Boy® Color systems. The company also publishes titles for personal computers via a co-publishing agreement with Activision Value, a subsidiary of Activision, Inc. The company's games are based on licensed and original content derived from major motion pictures, video franchises, popular literature and popular culture. TDK Mediactive has exclusive technology and content licenses with Sony Computer Entertainment America Inc., Microsoft Corporation, Nintendo of America Inc., Disney Interactive, Vivendi Universal Studios, Mattel, Inc., Classic Media, BKN International, DC Comics, Hallmark Entertainment Distribution LLC, BDSP Inc., The Jim Henson Company, General Motors Corporation, Infogrames Interactive, Inc., Activision, Zuffa LLC, and others. TDK Mediactive is 73% owned by TDK USA Corp., and is part of TDK Corporation's (NYSE: TDK) global effort to expand its offerings to consumers of entertainment-oriented products. More information about TDK Mediactive and its products is available at www.tdk-mediactive.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 revenues of \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, 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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The statements contained in this release that are not historical facts are "forward-looking statements." 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. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings. Readers of this press release are referred to such filings.

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