

FOR IMMEDIATE RELEASE

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**CALL OF DUTY UNLEASHES MASSIVE ASSAULT
ON RETAIL SHELVES NATIONWIDE**

**Highly Anticipated Game Will Be Supported By
Multi-Million Dollar Marketing Campaign**

Santa Monica, CA - Oct. 29, 2003 - Activision, Inc. (Nasdaq: ATVI) is enlisting gamers to heed the call now that its first person action game ***Call of Duty***[™] is available at retail outlets nationwide. The first title to launch under Activision's new epic, war-themed brand, ***Call of Duty*** has already received critical acclaim, earning "Editors' Choice" awards from PC Gamer magazine with a score of 93 and IGN.com with a rating of 9.3. Created by Infinity Ward, which is comprised of more than 20 individuals who developed *Medal of Honor: Allied Assault*, including all the production leads, the PC game is rated "T" (TEEN - blood and violence) by the ESRB and carries a suggested retail price of \$49.99.

Activision will support the launch of ***Call of Duty*** with a multi-million dollar marketing blitzkrieg that includes television, print, theatrical, radio and online advertising. The promotional campaign's first strike will begin on Nov. 6 with national television spots that will air on late-night TV programming, national sporting events, syndicated and cable outlets, including "Late Night with Conan

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O'Brien," "Last Call with Carson Daly," "NBA Thursday on TNT" and ESPN's "SportsCenter." Additionally, Activision will sponsor select movies airing on FX and TBS Superstation.

Activision also has set its sights on moviegoers with a national in-theater campaign that will run on more than 5,500 screens across the country, beginning in mid-December before such highly anticipated feature films as "Matrix: Revolutions," "The Last Samurai" and "The Lord of The Rings: Return of the King."

Continuing its all-out marketing offensive, Activision has in-packed an interactive demo of ***Call of Duty*** into Playboy magazine's historic 50th Anniversary issue, which will be distributed to 2.5 million subscribers and through the Playboy College Network.

"***Call of Duty*** enables gamers to experience the cinematic intensity and the chaos of battle as never before," states Dusty Welch, vice president of global brand management, Activision, Inc. "And we're heeding the call by supporting the launch of the brand with a marketing campaign of equal magnitude - an all-out promotional blitz that will reach consumers on all fronts throughout the holidays. In addition, we've teamed with category leading partners to develop breakthrough co-marketing programs that will ensure fans everywhere are ready to answer the call."

Activision has also assembled an alliance of key partners Alienware®, Creative Sound Blaster®, Intel® and NVIDIA® to support various retail and consumer marketing programs, including the *Call of Duty - Answer The Call - Online Sweepstakes*, which is running now through Jan. 9, 2004. Consumers can enter the sweepstakes via the official ***Call of Duty*** website at www.callofduty.com.

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Call of Duty transports fans into a gripping, movie-like World War II combat experience where they must survive the chaos of battle as ordinary soldiers fighting together as a squad. Through 24 devastating game missions, players take on Nazi forces through epic assaults, featuring scores of soldiers and incredible special effects, played out through three Allied forces - U.S., British and Russian, all fighting together toward one common goal - to defeat the German-led Axis war machine. ***Call of Duty*** also delivers heart-thumping team-based, online multiplayer action for up to 32 soldiers.

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 \$864 million for the fiscal year ended March 31, 2003.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, 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 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, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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