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Contact:

Communications

For _____ Information,

Mike Mantarro
Manager, _____ Corp.

Activision, Inc.
310.255.2731
mmantarro@activision.com

NEW ORDERS HAVE ARRIVED
ACTIVISION'S CALL OF DUTY: FINEST HOUR NOW AVAILABLE

Santa Monica, CA - November 16, 2004 - Soldiers...it's time to heed the call and experience cinematic intensity and the chaos of battle as never before with the release of Activision, Inc.'s (Nasdaq: ATVI) **Call of Duty™: Finest Hour™**, a gritty new World War II action game for the PlayStation®2 computer entertainment system, Xbox® video game system from Microsoft and Nintendo GameCube™. Activision is supporting the launch with a multi-million dollar marketing campaign that includes television, print, theatrical and online advertising. Developed in conjunction with Spark, **Call of Duty: Finest Hour** is currently available in retail stores nationwide for a suggested retail price of \$49.99 and carries a "T" ("Teen" - Blood, Violence) rating by the ESRB.

The advertising campaign for **Call of Duty: Finest Hour** has already begun with national spots showcasing the most realistic and intense combat ever airing in front of such programming as the recent network television premiere of the "Lord of the Rings," and continuing with airings during primetime, syndicated and cable programming and national sporting events, including "Fear Factor," "The Simpsons," "NFL" on CBS' annual Thanksgiving Day game and ESPN's "SportsCenter."

Activision's Call of Duty: Finest Hour Ships

Additionally, Activision will sponsor select movie and special programming on fX, TBS SuperStation, TNT, MTV, BET, SpikeTV and G4. Activision will also deploy troops for a nationwide in-theater campaign, beginning in early-December with life-size ***Call of Duty: Finest Hour*** standees in theatre lobbies and a trailer in front of such highly anticipated feature films as "Alexander," "Ocean's 12" and "Meet the Fockers."

"An all-new experience for the consoles, ***Call of Duty: Finest Hour*** is an absolute thrill ride, driving players and their squads through intense WWII battles as they head for the final assault on Germany," said Kathy Vrabeck, President, Activision Publishing. "By marrying advanced technology with the Hollywood talents of actor Dennis Haysbert, award-winning composer Michael Giacchino, veteran writer/producer Michael Schiffer and rock-and-roll superstar Brian Johnson, we're able to deliver a completely unique experience that is unrivaled in its realism and intensity."

Call of Duty: Finest Hour thrusts new recruits and hardened soldiers alike into a gripping, movie-like WWII combat experience played out at the height of the war through three Allied campaigns - Russian, British and American. Gamers are immersed in the unfolding drama as they take on the roles of six brave soldiers fighting to survive grueling and intense battles, from the steps of Russia's famed Red Square to the harsh deserts of North Africa and onto the final and ultimate goal of Germany itself. Mixing exciting vehicle-based action with an array of intense infantry missions, players step into the boots of such outfits as Britain's Popski's Private Army as well as Gen. Patton's famed Third Army 761st "Black Panther" Tank Battalion.

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The title features authentic sights and sounds, scores of soldiers and incredible special effects that engulf players into the thrilling single-player action. With four modes of play and new maps, ***Finest Hour*** also delivers heart-stopping team-based online multiplayer combat for up to 16 players on the PS2 and Xbox. Xbox owners can also enjoy full Xbox-Live support as well as system link gameplay.

About Spark

Spark Unlimited is a developer of high quality games for PlayStation® 2, Xbox™ and NINTENDO GAMECUBE™. Founded in 2002 and headquartered in Sherman Oaks, California, Spark Unlimited is an employee owned company that seeks to create artistry through technology for a global gaming audience. For more information about Spark Unlimited, please visit our Web site at www.sparkunlimited.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.

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

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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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