

**FOR IMMEDIATE RELEASE**

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**ACTIVISION DEPLOYS FRESH SOLDIERS -  
*CALL OF DUTY: UNITED OFFENSIVE* SHIPS OUT TO RETAIL**

**Effective Immediately - All Personnel are Instructed to Locate  
Closest Retailer and Obtain the Expansion Pack to One of the Best  
Games of 2003**

Santa Monica, CA - Sept. 14, 2004 - Fresh soldiers arrive at the front line today as Activision, Inc. (Nasdaq: ATVI) has announced that ***Call of Duty™: United Offensive™*** has shipped to retail outlets nationwide. The highly anticipated expansion pack to Infinity Ward's *Call of Duty™* - which has received more than 80 Game of the Year and 50 Editor's Choice Awards worldwide - brings the cinematic intensity of the brand to unprecedented heights with more action than ever before. Developed by Gray Matter Interactive Studios, ***Call of Duty: United Offensive*** is rated "T" (Teen - Blood, Mild Language, Violence) by the ESRB and carries a suggested retail price of \$29.99.

***Call of Duty: United Offensive*** allows gamers to experience more of WWII's most legendary conflicts through the eyes of Allied soldiers fighting for the liberation of Europe through 13 intense new single player missions. Featuring three all-new campaigns, the game lets players join the U.S. 101<sup>st</sup> Airborne during the Battle of the Bulge, the British campaign as an airman shooting down German ME-109s from a B-17 bomber, and the Russian frontlines as a conscript in the crucial eight-day Battle of Kursk.

## ***Call of Duty: United Offensive Ships***

Additionally, ***Call of Duty: United Offensive*** expands on the popular multiplayer experience of the original *Call of Duty*. Players can go online for the ultimate battle between Axis and Allied powers, now including vehicle combat aboard tanks and jeeps as well as tank-and-foot-soldier combined arms action. The expanded multiplayer component offers 11 new maps and three new modes of play - including Base Assault, Capture the Flag and Domination - where squads must take control of key locations while preventing enemy troops from advancing. And, a newly added ranking system now lets players earn additional weaponry upon completion of objectives, call in artillery support, and gain the respect of friends and foes alike.

The expansion pack also features a handful of enhancements, such as new realistic WWII weapons, including the German Flammenwerfer 35 Flamethrower and Panzerschrek anti-tank weapon, American M1A1 Bazooka, Russian Tokarev SVT-40 Self-Loading Rifle, portable deployable machine-guns, smoke grenades and more. Furthermore, Gray Matter has added an entirely new special effects system to ***Call of Duty: United Offensive***, providing visually stunning moments to players with realistic explosions, weather and particle effects.

### **About Activision**

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.

## ***Call of Duty: United Offensive Ships***

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](http://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, 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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