

Soldier Of Fortune® II: Double Helix For The Xbox Infiltrates Retail Outlets Nationwide

Santa Monica, CA - June 24, 2003 - Gamers can suit up for top-secret covert operations with the release of Activision, Inc.'s (Nasdaq: ATVI) highly anticipated first-person action game, **Soldier of Fortune® II: Double Helix**, for the Xbox® video game system from Microsoft. Based on the critically acclaimed PC title from Raven Software, the game features all of the intense, gritty action found in the original, plus full Xbox[™] Live support for mayhempacked, all-out multi-player combat. **Soldier of Fortune II: Double Helix** for the Xbox is currently available at North American retail outlets for a suggested retail price of \$49.99 and carries an "M" (Mature - Blood, Violence - content suitable for persons ages 17 and older) rating by the ESRB.

"The intensity and firepower of **Soldier of Fortune II: Double Helix** can now be enjoyed by a whole new audience of console gamers," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "With features like multi-player gaming supported by Xbox Live, new unlockable content and the random mission generator, **Soldier of fortune II: Double Helix** will have Xbox enthusiasts trigger happy to jump into action."

Developed by Gratuitous Games, **Soldier of Fortune II: Double Helix** envelops players into the role of John Mullins, a Special Forces officer and military consultant working for a top-secret anti-terrorist agency known as "The Shop." As Mullins, gamers engage in fierce firefights throughout 55 fast-paced missions located in the world's deadliest hotspots such as the deep jungles of Columbia, the frozen wastelands of Kamchatka and the streets of Hong Kong. Missions include a wide range of objectives from stealth infiltration and intelligence gathering, to search and destroy - each granting players access to an intense arsenal of 25 real-world weapons including the MK 23 US SOCOM, M4 with M203 grenade launcher, MSG90A1 military sniper rifle, MM-1 40mm grenade launcher and OICW next generation weapon system.

In addition to the intense single-player campaign, **Soldier of Fortune II: Double Helix** also includes full multi-player action via System Link and Xbox Live support. Gamers can choose from 20 multi-player maps and six game types, including Deathmatch, Team Deathmatch, Demolition, Infiltration, Elimination and Capture The Flag, as they run-n-gun against up to 12 players. Xbox Live consumers can look forward to additional unlockable content offered at a later date.

Powered by id Software[™]'s QUAKE III engine and enhanced by Raven's GHOUL II technolog**Soldier of Fortune II: Double Helix** features some of the most realistic and complex graphics - providing incredibly detailed skeletal animations, including lifelike character movements and per-pixel hit locations that allow ultra realistic damage modeling. New to the Xbox, **Soldier of Fortune II: Double Helix** also includes a random mission generator for both single and multi-player modes that can create an infinite number of maps providing never-ending replay value.

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 \$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.

About Xbox

Xbox (http://www.xbox.com/) is Microsoft's future-generation video game system that delivers the most powerful games experiences ever. Xbox empowers game artists by giving them the technology to fulfill their creative visions as never before, creating games that blur the lines between fantasy and reality. Xbox is now available in the continents of North America, Europe, Asia and Australia.

About Xbox Live

Xbox Live, which launched in the United States Nov. 15, 2002, allows gamers to play multiplayer Xbox games with other gamers everywhere via a broadband connection. With a built-in hard drive and Ethernet port, the Xbox console is the only video game system built from the ground up for online gaming, negating the need to buy additional, costly peripherals or upgrades. Xbox Live enables gamers to easily find their friends; talk to other players during game play through the Xbox Communicator headset; download current statistics, new levels and characters to their Xbox hard drive; and play online-all exclusive features to Xbox Live.

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.

Xbox is a registered trademark of Microsoft Corporation in the United States and/or other countries.

Maclean Marshall Jr. Publicist, Corp. Communications Activision, Inc. 310.255.2764 mmarshall@activision.com