



Activision and Lionhead Studios Roll Out the Red Carpet at Retail Stores for the Movies (TM): Stunts & Effects Expansion Pack

SANTA MONICA, June 6, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- PC gamers can make movie magic with Activision, Inc. (Nasdaq: ATVI) and Lionhead(R) Studios' The Movies(TM): Stunts & Effects Expansion Pack, which ships to retail stores nationwide today. Building on The Movies' critically acclaimed gameplay, The Movies: Stunts & Effects Expansion Pack gives players the tools to turn ordinary scripts into blockbuster films with the addition of stuntmen, astounding visual effects, a variety of dangerous stunts, a movie-making toolset, impressive new sets and an innovative "Freecam Mode" that allows players to adjust the camera location, angle, field of view and path.

"The Movies: Stunts & Effects Expansion Pack allows players to create scenes that will have audiences on the edge their seats," said Dusty Welch, vice president of global brand management, Activision, Inc. "From car scenes that end in epic explosions to sci-fi thrillers that feature alien spaceships destroying an entire city, The Movies: Stunts & Effects gives fans what they need to make runaway smash hits."

The Movies: Stunts & Effects Expansion Pack allows players to enhance each scene with a variety of options, including death-defying stunts and various particle and visual effects such as fireball explosions, shattering glass, smoke and lasers. Miniature sets, blue screens and green screens add to the spectacular action with dramatic sweeping angles, larger-than-life scale and the illusion of flying across diverse landscapes. Gamers are further immersed into the Hollywood lifestyle as they train and manage stuntmen, as well as compete for industry awards and achievements by uploading their movies to www.themoviesgame.com for the entire world to see.

The Movies: Stunts & Effects Expansion Pack is available for Windows(R) PC for a suggested retail price of \$29.99 and is rated "T" (Teen with blood and gore, crude humor, mild language, sexual themes, use of alcohol and tobacco, and violence) by the ESRB.

More information on The Movies: Stunts & Effects Expansion Pack can be found at www.themoviesgame.com.

About Lionhead Studios

Lionhead Studios is based in Guildford, Great Britain, and was founded in 1997. The company's first game, "Black & White" for PC, was released in 2001, and worldwide sales of it have topped 2 million copies. Its second game, "Fable" for Xbox, has also sold over 2 million copies worldwide, and the numbers continue to climb, making it one of the top-selling Xbox titles of all time. Three further titles Fable: The Lost Chapters, Black & White 2 and The Movies, were all released on PC in Fall 2005. For more information about Lionhead Studios, visit <http://www.lionhead.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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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 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.

SOURCE Activision, Inc.

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