



JAMDAT Mobile and Activision Extend Multiyear Co-Publishing Partnership to Include Next Tony Hawk Game; JAMDAT Also Gains Exclusive Mobile Gaming Rights for Activision's New GUN Title

LOS ANGELES, Nov 21, 2005 (BUSINESS WIRE) -- Global wireless entertainment publisher JAMDAT Mobile Inc. (NASDAQ:JMDT) and interactive games publisher Activision, Inc. (NASDAQ:ATVI) announced today a new co-publishing agreement between the companies for the worldwide exclusive mobile gaming rights to the next Tony Hawk game. JAMDAT has also acquired the worldwide exclusive mobile publishing and distribution rights for GUN, a new western-style action game based on the console title by the same name. The terms of the transactions were not disclosed.

"The combination of JAMDAT's wireless entertainment expertise and Activision's popular titles has proven to be an unbeatable combination," said Minard Hamilton, Executive Vice President of Sales and Marketing of JAMDAT Mobile Inc. "JAMDAT and Activision have built an extremely successful mobile gaming franchise with the Tony Hawk series and we look forward to building an equally winning franchise with GUN."

"We are very excited to extend our relationship with JAMDAT," said Dave Anderson, Sr. Director, Business Development for Activision. "In addition to continuing our success with the Tony Hawk franchise, we believe that GUN will be another great game that we can bring to mobile gamers worldwide."

JAMDAT has already published a number of mobile games based on the Tony Hawk brand, including Tony Hawk's Pro Skater, Tony Hawk's Pro Skater: 3D Mobile Edition and the Tony Hawk Underground titles. Activision's Tony Hawk series is one of the video game industry's most successful franchises, having generated approximately \$1 billion in retail sales worldwide.

Game availability depends on individual phone model and wireless carrier. For specific information, JAMDAT's Game Finder is available at www.jamdat.com.

About JAMDAT Mobile

JAMDAT Mobile Inc. is a global publisher of wireless entertainment applications, including games, ring tones, images and other content. JAMDAT's application portfolio is based on original and licensed intellectual properties and includes JAMDAT Bowling, Tetris(R), Downtown Texas Hold 'Em, Lemonade Tycoon(R), Bejeweled(R), The Lord of the Rings(R), Tony Hawk's(R) Underground and Scrabble(R). JAMDAT distributes its applications through wireless carriers around the world. For more information, please visit www.jamdat.com.

Safe Harbor Statement - JAMDAT Mobile Inc.

This press release may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements related to anticipated revenues, expenses, earnings, operating cash flows, the outlook for JAMDAT's markets and the demand for its products. Factors that could cause JAMDAT's actual results to differ materially from these forward-looking statements include its ability to integrate the acquisition of Blue Lava Wireless, anticipated growth in the handset market, its ability to effectively market and sell products in diverse market segments, its reliance on a limited number of products and third-party vendors and distributors, its ability to expand studio operations, increases in fulfillment costs, disruptions to information technology systems, unpredictable events and circumstances relating to international suppliers, increased competition, government regulatory action and general economic conditions. Please refer to JAMDAT's reports and filings with the Securities and Exchange Commission for a further discussion of these risks and uncertainties. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date they are made. JAMDAT undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date they were made or to reflect the occurrence of unanticipated events.

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 \$1.4 million for the fiscal year ended March 31, 2005.

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.

Safe Harbor Statement - Activision Inc.

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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SOURCE: JAMDAT Mobile Inc.

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