



Doom 3™ Deathmatch Playable At Quakecon 2003

Santa Monica, CA - July 24, 2003 - Prepare for **DOOM 3™**! id Software™ and Activision, Inc. (Nasdaq: ATVI) are bringing **DOOM 3** to QuakeCon 2003. The world's most legendary multiplayer gaming event will host the first-ever opportunity for fans to play **DOOM 3 multiplayer**. In Dallas at the Adam's Mark Hotel from Aug. 14 - 17, QuakeCon attendees will go toe-to-toe at the Activision/id Software booth in the ultimate sneak preview of the most anticipated game ever.

"What better way to celebrate QuakeCon than to unveil to our fans a preview of **DOOM 3** multiplayer," said Todd Hollenshead, CEO, id Software. "While everyone knows that **DOOM 3** is the most terrifying and scary single player experience ever created, multiplayer delivers the intense competitive action that our fans can count on. It's a natural to debut the **DOOM 3** multiplayer experience at QuakeCon, the world's preeminent fan-based multiplayer gaming event."

QuakeCon attendees will have the chance to play **DOOM 3's** four-player Deathmatch on a level co-developed by id Software and U.K.-based developer Splash Damage, Ltd. Splash Damage has most recently worked with id Software on Wolfenstein: Enemy Territory, and will be co-developing **DOOM 3's** multiplayer levels.

About id Software

id - Freud's primal part of the human psyche and one of the hottest game shops on Earth - has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as Wolfenstein 3D®, DOOM®, DOOM IITM, QUAKE® and QUAKE IITM. With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. And, in keeping with tradition, id Software has amplified the world of adrenaline pumping 3-D gaming with the release of their latest action titles, QUAKE III Arena™, QUAKE III: Team Arena™, and Return to Castle Wolfenstein™. id Software's advanced DOOM 3 engine is leading the next revolution in 3-D interactive games. Check out more about id Software at www.idsoftware.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 \$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.

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, 2003, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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