



Activision Partners With Vybe Squad, llc To Develop Original Hip-Hop Soundtrack For True Crime™: Streets Of L.A.™

Upcoming Soundtrack to Feature Exclusive True Crime: Streets of L.A. Tracks Written and Performed By Top West Coast Hip Hop Artists

Santa Monica, CA - May 13, 2003 - To capture the urban vibe of Los Angeles for its upcoming **True Crime: Streets of L.A.** video game, Activision, Inc. (Nasdaq: ATVI), has partnered with L.A.-based Vybe Squad, LLC to produce a groundbreaking soundtrack that features more original songs from the biggest names in West Coast hip-hop than any game soundtrack ever released. West Side Connection -- Ice Cube, Mac 10, WC -- E40, EZ E Jr., KAM and 187 (Above the Law), are among the artists currently set to write and perform tracks for the **True Crime: Streets of L.A.** album, with other headlining talent to be announced.

In addition, the soundtrack will feature licensed tracks, including select classics. The tracks will provide the backdrop to action-packed car chases, shootouts, on-foot pursuits and hand-to-hand combat featured in the highly anticipated mission-based driving and action video game.

Vybe Squad, whose founders were among the team members that produced such multi-platinum soundtracks as "Set It Off" and "Above the Rim," with Bungalo Records, home of projects including DJ Quik's "Under the Influence," as well as albums from Bizzy Bone, Mac 10 and Sugar Free, are pulling together some of the biggest names in hip-hop to record original music for the **True Crime: Streets Of L.A.** soundtrack. In addition to the artists mentioned above, Vybe Squad's roster of talent includes Coolio, Snoop Dogg's East Siders and Eazy E Jr., among others. The two-CD **True Crime: Streets of L.A.** soundtrack will be released this summer by **Vybe Squad/ Bungalo Records/ Universal (UMVD)**.

"Vybe Squad is the perfect partner for the **True Crime: Streets of L.A.** soundtrack," said Chris Archer, executive producer, Activision Worldwide Studios. "It is amazing to see some of hip-hop's top West Coast artists come together to create original tracks for our game. Hip-hop music is the voice of the urban lifestyle and capturing the gritty, raw sounds of the streets is an essential part of the **True Crime: Streets of L.A.** gaming experience."

"**True Crime: Streets of L.A.** is off the hook!" said, Bright Riley, CEO Vybe Squad/ Sr. VP Bungalo Records.

Bigg Swoop, President and CEO of Vybe Squad Records added, "This video game has all the action of a hardcore action film- Ain't nothing soft about it and Ain't nothing soft about the sound track."

In **True Crime: Streets of L.A.**, players assume the role of rogue Elite Operations Division (E.O.D.) operative Nick Kang, a no-holds-barred badass, whose brutal reputation and lethal skills have landed him the nasty task of taking down the Chinese Triad and Russian Mafia cartel that has turned the City of Angels into a war zone. Take part in explosive gun battles with double fistfired firepower, devastating martial arts brawls, and high-speed shootouts across 250 square miles of accurately recreated L.A. In car or on-foot, the unique branching missions include locating hostile witnesses, searching for case-cracking clues, taking out evasive informants and busting the heavily armed and deadly bad guys. **True Crime: Streets of L.A.** will be available this fall for the PlayStation®2 computer entertainment system, the Xbox™ video game system from Microsoft and the Nintendo GameCube™ and has not yet been rated by the ESRB.

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, 2002, 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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