



Activision Brings Out the Hollywood Big Guns to Voice Upcoming Hard-Boiled Crime Game **True Crime™: Streets of LA™**

Santa Monica, CA - April 18, 2003 - Christopher Walken, Gary Oldman and Michael Madsen lead an all-star voice cast of top Hollywood talent in Activision, Inc.'s (Nasdaq: ATVI) upcoming crime game **True Crime™: Streets of L.A.™**. The actors were specially selected to add their distinctive voices and talents to **True Crime: Streets of L.A.**'s vast line-up of gangsters, street hustlers, social deviants and reluctant heroes. **True Crime: Streets of L.A.**, which will be available this fall for the PlayStation®2 computer entertainment system, the Xbox™ video game system from Microsoft and the Nintendo GameCube™, has not yet been rated by the ESRB. A more comprehensive list of cast members follows:

Christopher Walken
Gary Oldman
Michael Madsen
Russell Wong
Michelle Rodriguez
Ron Perlman
CCH Pounder
James Hong
Mako
Keone Young

Inspired by Hong Kong action flicks and American crime dramas, **True Crime: Streets of L.A.** puts the player in the shoes of Nick Kang, a rogue ex-cop whose personal vendetta with the L.A. underground nets him as many enemies with the "Force" as with the syndicates he's sworn to destroy. Developed by Luxoflux, the creators of the successful Vigilante 8 series, the game blends multiple genres into a single cinematic game. Action in **True Crime: Streets of L.A.** blends seamlessly between car chases, shootouts, foot pursuits and hand-to-hand combat as players try to take down the mob. Additionally, the game allows players to explore a living, breathing re-creation of the City of Angels, complete with hundreds of miles of authentic streets and popular L.A. landmarks.

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 revenues of \$786 million for the fiscal year ended March 31, 2003.

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