

## **Activision and the Jeep® Brand Launch Tony Hawk's Underground 2 Jeep "Rail Rated" Contest and Sweepstakes**

Think your design skills are world class? Then step up and prove it! Hundreds of prizes up for grabs, including a 2005 Jeep Liberty Renegade

February 1, 2005, Santa Monica, Calif. -

Activision, Inc. (NASDAQ: ATVI) and the Jeep brand® have teamed up on a unique online promotion that gives gamers a chance to tout their design skills by entering the **Tony Hawk's Underground 2** Jeep "Rail Rated" Contest and Sweepstakes. Beginning February 2 through March 15, 2005, consumers have the opportunity to design the sickest skate park for the chance to win the ultimate "Rail Rated" prize package of skateboarding gear and apparel. For a chance to win a 2005 Jeep Liberty Renegade visit [www.thug2online.com/railrated](http://www.thug2online.com/railrated) to enter the sweepstakes.

Two hundred additional prizes will be awarded through random drawings of sweepstakes entrants and six semi-finalists from the contest will win secondary "Rail Rated" prize packages that include equipment and apparel from Etnies, Volcom, Quiksilver and others, as well as Jeep branded apparel and RC cars. Participants in the create-a-park contest will be challenged to create their vision of what the sickest skate park is using the in-game park editor from **Tony Hawk's Underground 2** for the PlayStation®2. Entries can be submitted to the Neversoft Online Vault via the PlayStation 2 and will be judged on gameplay, originality, creativity and the integration of Jeep elements. Designers can see if they made the cut by visiting [www.thug2online.com/railrated](http://www.thug2online.com/railrated), where semi-finalists results will be posted each week.

The Jeep "Rail Rated" sweepstakes is open to U.S. residents that are 18 years or older. Participants can enter the sweepstakes at the promotion Web site. All prizes will be awarded through a random drawing. Winners will be announced at [www.thug2online.com/railrated](http://www.thug2online.com/railrated) by April 22, 2005. The Grand Prize winners will be notified on or around March 23, 2005.

Contest and sweepstakes participants can view the official rules at [www.thug2online.com/railrated](http://www.thug2online.com/railrated).

### **About The Jeep® Brand:**

Freedom, authenticity, mastery and the capability to go anywhere are the hallmarks of the Jeep brand worldwide. It is a reputation earned during more than six decades of SUV leadership. The launch last year of the award-winning Jeep Grand Cherokee, Jeep Liberty CRD ("Clean Running Diesel") and Jeep Wrangler Unlimited represented new models and expansion of the Jeep brand. Later this year, Jeep continues to grow with the introduction of the Jeep Commander, an all-new three-row SUV. Jeep Trail Rated communicates the legendary Jeep capability that is designed into every Jeep 4x4. As the brand's lineup expands, Jeep vehicles will continue to be what they have always been -- the most capable.

### **About Activision:**

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 \$948 million for the fiscal year ended March 31, 2004.

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](http://www.activision.com).

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