



# Innovative

marketing programs that drive sales

Aggressive marketing is not a new concept at Activision. In support of our fiscal year 2004 holiday titles, we increased our trade and consumer marketing programs and raised awareness for our products through in-store merchandising, as well as in-theater, print, online and television advertising. This strategy drove sales of our key titles at launch and for several months post launch.

In fiscal year 2005, the company will continue to focus on initiatives that will broaden consumer awareness of our games. We are partnering with our retailers on new programs that mark a series of firsts for our company and the industry. This year we introduced pre-order programs at several key accounts and were successful in having our products removed from glass cases and showcased in floor displays at our top retail accounts.