

CRAVE ENTERTAINMENT ANNOUNCES BESTSELLER TONY HAWK TO RELEASE ON DREAMCAST

PlayStation® Game Console Mega- hit Coming to the Hottest System in 2000

LOS ANGELES, CA – DECEMBER 14, 1999 - Crave Entertainment announced today that it has obtained worldwide rights to publish Activision's Tony Hawk Pro Skater for the Sega Dreamcast. The game is the ultimate skateboard experience and sets new standards for extreme sport's games. Crave plans to release the Dreamcast version in Q2 2000.

"With the addition of Tony Hawk, our Dreamcast 2000 line-up is one of the strongest in the industry," said Holly Newman, Executive Vice President of Publishing. "The Dreamcast version will take full advantage of the systems features, including highly enhanced graphics and 4 player split screen play."

Tony Hawk's Pro Skater has been a top 10 U.S. PlayStation title according to TRST Data since the game's release by Activision, Inc. in September. The game lets gamers perform the radical moves of the most famous skater in the world, Tony Hawk. Additionally, they can try out signature tricks of nine other pros including Bob Burnquist, Kareem Campbell, Rune Glifberg, Buck Laskey, Chad Muska, Andrew Reynolds, Geoff Rowley, Elissa Steamer and Jamie Thomas. Gamers can ride the pros' decks in more than nine environments that include real world competitions and obstacles. Players can ollie and grind in a variety of realistic skateboard settings, including a skate park, elementary school, downhill course and half pipes, plus urban environments such as a San Francisco downtown area and a shopping mall. Each environment is littered with secret areas, short cuts, ramps and interactive objects allowing players to ride off of just about everything they see.

The game features hundreds of signature moves, allowing players to skate forwards, backwards and perform combos on the fly including airs, grabs, slides, grinds, kick-flips and landing tricks. An intuitive game interface and easy learning curve lets players gradually progress to more difficult stunts. The game also features Hawk's 900° (two and half rotations while airborne) -- a move that has never been accomplished until he recently performed it at the 1999 ESPN Summer X-Games.

Offering several modes of play, Tony Hawk's Pro Skater's four-player split-screen trick attack mode gives skaters the ability to interact with other players, allowing them to compete on ramps and in skateparks for style points, race between various obstacles on the tracks or play a rad game of tag. The game also features two additional multiplayer modes, including S-K-A-T-E (skaters' version of basketball's H-O-R-S-E) and Graffiti mode in which two players "tag" different obstacles in an environment by pulling big tricks off of them. If one player has tagged an obstacle, his opponent can steal it back by pulling a bigger trick off the same object. When time runs out, the player with the majority of the environment tagged wins. The game also features a replay mode where players can view the highlights of each run.

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With Tony Hawk and other upcoming titles including, Ultimate Fighting Championship based on the Mixed Martial Arts professional sport, and Draconus, the first medieval fantasy adventure on the Dreamcast, Crave's 2000 Dreamcast strategy is the one to beat.

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 \$436 million for the fiscal year ended March 31, 1999.

Activision maintains publishing and development operations in the United States, Canada, the United Kingdom, France, Germany, Japan and Australia, and distribution subsidiaries in the United Kingdom, Germany, The Netherlands and Belgium. More information about Activision and its products can be found on the company's World Wide Web site, which is located at <http://www.activision.com>.

Headquartered in Los Angeles, CA, with offices in Paris, London and Hamburg, Crave Entertainment is a privately held publisher of innovative videogame entertainment products for the major console platforms including Dreamcast, Nintendo 64, Game Boy Color, the Sony PlayStation, and PC. More information about Crave Entertainment is available at www.cravegames.com.

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