



Spider-Man: Web of Shadows(TM) Swings Into Retailers Nationwide

SANTA MONICA, Calif., Oct 21, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- The fate of New York City lies in gamers' hands starting today as Activision Publishing, Inc.'s (Nasdaq: ATVI) and Marvel's (NYSE: MVL) all new Spider-Man: Web of Shadows(TM) ships to retail outlets nationwide. The enthralling action-adventure saga introduces players to a cataclysmic Big Apple clash against an invasion of alien symbiotes that threatens mankind itself. Rated "T" (for Teen) by the ESRB, Spider-Man: Web of Shadows(TM) is available on Xbox 360(TM) video game and entertainment system, PLAYSTATION(R)3 computer entertainment system, the Wii(TM) home video game system and Windows(R) PC. "E10+" (for everyone) ESRB-rated versions are also available on Nintendo DS(TM), PlayStation(R)2 computer entertainment system and PSP(R) (PlayStation(R)Portable) system.

"Spider-Man: Web of Shadows delivers the deepest combat system ever in the Spider-Man universe, whether it's going vertical up the side of neck-breaking skyscrapers or web-slinging into action over them for high-altitude, high-octane aerial battles," said Rob Kostich, vice president, global brand management, Activision Publishing, Inc. "The team has captured a truly captivating Spider-Man experience that combines mesmerizing combat and riveting visual effects with a compelling and unfolding storyline that places gamers in control of the action."

With a story penned by acclaimed Marvel comic book writer, Brian Reed, the title features a New York City devastated by a deadly symbiote invasion, in which players are faced with the choice to play the heroic web-slinger in his classic, agile red suit or the dark, formidable black suit. Battling with or against a huge cast of fan-favorite Marvel Super Heroes and Super Villains, gamers can switch allegiances instantly as they decide which missions will ultimately save mankind.

An all-new combat system, built from the ground up, combining web-slinging and customizable superpowers provides gamers the unrivaled opportunity to fight and explore in an open free-roaming and destructible environment. In battle, Spider-Man's speed and agility are tested within the diverse cityscape, challenging players to master fast-moving acrobatic combat, powerful new web-slinging moves and destructive combo attacks, as combat seamlessly migrates from the streets, up the sides of buildings and onto rooftops.

Developed by Shaba Games and Treyarch, with additional development by Amaze and Aspyr, Spider-Man: Web of Shadows is available now for \$59.99 (Xbox 360, PS3), \$49.99 (Wii), \$39.99 (PS2, PSP) and \$29.99 (PC, NDS). Fans can learn more about Spider-Man: Web of Shadows by visiting <http://www.seizecontrol.com>.

About Marvel Entertainment, Inc.

Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit <http://www.marvel.com>.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision Publishing and its products can be found on the company's website, <http://www.activision.com>.

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