



## Activision Publishing, Inc. Unleashes *The Amazing Spider-Man 2*™ Video Game

MINNEAPOLIS--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)) is set to release *The Amazing Spider-Man 2*™, an all-new single-player, third-person action-adventure video game based on Marvel's beloved Spider-Man character and inspired by the upcoming film of the same name from Sony Pictures Entertainment. This original title, available now from development studio Beenox, brings the energy and excitement of the long-running Super Hero franchise to fans looking for a unique adventure that expands beyond the movie's narrative.

"We've worked closely with Marvel to create a new story for *The Amazing Spider-Man 2* video game that stands on its own from the events of the movie," said Activision Publishing's Vice President and General Manager, Kurt Niederloh. "We're placing a strong spotlight on Peter Parker, the man behind the mask, and his infamous nemeses, including Electro, Kingpin and the Green Goblin, among others. The video game not only is based on the upcoming blockbuster movie but in addition, also offers its own unique, complete narrative."

In crafting the sequel to their 2012 title, *The Amazing Spider-Man*, Beenox focused on reinvigorating and refining the action-adventure foundation established by the original, beginning with the urban playground of New York City. *The Amazing Spider-Man 2* emphasizes open-world freedom in its redesign of Manhattan, remade with new visuals, architecture, challenges and surprises to discover. "We want players to have more things to do and more fun when they do them," noted Thomas Wilson, Co-Studio Head at Beenox. "Every advancement we've made with *The Amazing Spider-Man 2* informs that theme. From the Hero or Menace dynamic and new visual designs to the changes to combat and focus on Peter Parker - everything's there to make that world feel more diverse, more engaging and more enjoyable."

In addition, Activision, Sony Pictures and Sony Computer Entertainment of America have teamed up to release *The Amazing Spider-Man 2 PlayStation 3 bundle*, available exclusively at Walmart. Available in more than 2,700 stores and online at Walmart.com, the bundle retails for \$269 and includes a PS3™ 500GB system, a copy of *The Amazing Spider-Man 2* video game and *The Amazing Spider-Man* movie on VUDU. Also exclusively at Walmart, for those interested in purchasing only the stand-alone game, a \$10 concession cash voucher is included with all PS4™, PS3, Xbox 360, and Nintendo Wii U™ system launch units.

*The Amazing Spider-Man 2* is available in North America on the PlayStation 4 computer entertainment system and via download on Xbox One, the all-in-one games and entertainment system from Microsoft, for a suggested retail price (SRP) of \$59.99, on the PlayStation 3 computer entertainment system, Xbox 360 games and entertainment system from Microsoft, and Nintendo's Wii U system for an SRP of \$49.99, on Windows PC for an SRP of \$39.99, and is rated "T" (Teen) by the ESRB. The game is also available on Nintendo's 3DS™ handheld system (developed by High Voltage) for an SRP of \$29.99, with an E10+ (Everyone 10 and older) rating by the ESRB. The game will also be available in retail stores on Xbox One in early May, for an SRP of \$59.99 with a "T" (Teen) rating by the ESRB. *The Amazing Spider-Man 2* movie debuts in theaters on May 2<sup>nd</sup>. For more information, visit [www.TheAmazingSpiderManGame.com](http://www.TheAmazingSpiderManGame.com) and follow us on Facebook at [www.facebook.com/TheAmazingSpiderManGame](http://www.facebook.com/TheAmazingSpiderManGame).

### **About Marvel Entertainment, LLC**

Marvel Entertainment, LLC, a wholly owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information, visit [www.marvel.com](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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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