



Activision's X-Men™: Next Dimension™ Delivers Mutant Madness to North American Retail Shelves

October 22, 2002

Santa Monica, CA - October 22, 2002 - X-Men™ fans can now engage in battles of epic Super Hero™ proportion with the release of Activision, Inc.'s (Nasdaq: ATVI) X-Men™: Next Dimension™ for the PlayStation® 2 computer entertainment system and the Nintendo GameCube™. Currently available at North American retail outlets, X-Men: Next Dimension leaves traditional arena-based fighting games in its wake, as more than 20 infamous mutants fight across expansive 3-D levels replete with interactive environments and combat-induced damage. X-Men: Next Dimension is rated "T" ("Teen" - violence and suggestive themes - content suitable for persons ages 13 and older) by the ESRB and carries a suggested retail price of \$49.99. The game will be available later this month on the Xbox™ video game system from Microsoft.

"The power of the current-generation consoles allows us to provide fans with the same incredible super hero battles found in films and only imagined in comics," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "These unbelievable Marvel characters are now able to fight across wide-open areas using amazing power combos and dynamic moves, making this the most challenging X-Men confrontation yet."

X-Men: Next Dimension begins when Bastion, the leader of Operation: Zero Tolerance, and his Prime Sentinels kidnap Forge and plan to use his powers to create the ultimate weapon to annihilate mutants once and for all. Forge's destiny lay in wait as the X-Men must do the unthinkable and team up with their greatest enemy, Magneto, and his Brotherhood of Mutants in order to save him.

X-Men: Next Dimension lets players participate in enormous cinematic battles where mutants challenge Sentinels throughout vast multi-tiered levels filled with destructible objects. Incredible fighting combos, aerial combat and 8-way movement all contribute to the magnitude of the action at hand. Fans can fight as one of 20 popular X-Men, plus four secret characters, in five different gameplay modes -- including an epic Story Mode that provides gamers with a developed storyline, a Versus Mode which enables players to step out of the story and fight one-on-one, as well as Arcade, Survival and Practice Modes. Furthermore, the PlayStation 2 and Xbox platforms have integrated surround sound support that will add to the overwhelming destruction gamers can create in X-Men: Next Dimension.

About Marvel Enterprises, Inc.

With a library of over 4,700 proprietary characters, Marvel Enterprises, Inc. (NYSE: MVL) is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused in four divisions: entertainment (Marvel Studios), licensing, toys (Toy Biz) and comic book publishing. Marvel facilitates the creation of entertainment projects, including feature films, television and dvd/home video, based on its characters and also licenses its characters for use in a wide range of consumer products and services including video and computer games, apparel, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its comic book division which continues to maintain a leadership position in the U.S. and worldwide while also serving as an invaluable source of intellectual property. For additional information visit the Marvel Web site at www.marvel.com.

About Activision, Inc.

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 \$786 million for the fiscal year ended March 31, 2002.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Japan, Australia, 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.

The statements contained in this release that are not historical facts are "forward-looking statements". The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. These important factors, and other factors that could affect Activision, are described in Activision's Annual Report on Form 10-K for the fiscal year ended March 31, 2002, which was filed with the United States Securities and Exchange Commission. Readers of this press release are referred to such filings.

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