



Activision® Brings the Brains and Brawn of Marvel's Iron Man™ to the Nintendo Game Boy® Advance

Santa Monica, CA - October 8, 2002 - Marvel Comics' Golden Avenger will bring his battle for justice to Activision, Inc.'s (Nasdaq: ATVI) upcoming game *The Invincible Iron Man™*. The title places gamers in the role of Iron Man and challenges them to battle archenemies Blizzard, Crimson Dynamo and an entire team of notorious super-villains. *The Invincible Iron Man* for the Game Boy Advance is currently rated "RP" (Rating Pending) by the ESRB and is scheduled for release this fall.

"*The Invincible Iron Man* is the first handheld game that allows players to experience the amazing powers of this formidable hero," said Larry Goldberg, executive vice president, Activision Worldwide Studios. "Players use a variety of weapons with diverse battle capabilities and play through many challenging levels as they engage in a thrilling Iron Man adventure."

Developed by Torus Games, *The Invincible Iron Man* allows gamers to experience the powers of Iron Man as he fights hordes of enemies while tracking down the super-villains who have stolen his battle suit technology. Using a variety of battle suit weaponry he navigates diverse levels that are filled with environmental obstacles and imminent danger. Multiple power-ups, unlockable bonus items and special pick-ups provide fans with the ultimate Iron Man experience.

About Iron Man

First launched in 1963, the Iron Man character has been featured in approximately 120 million comic books in more than 26 countries around the world. After billionaire genius Tony Stark was gravely injured serving his country in wartime operations overseas, he saved his own life by designing a life-sustaining shell -- the hi-tech armor that is the invincible Iron Man. This modern-day knight fights injustice wherever it rears its ugly head..

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 <http://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, Scandinavia 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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