



Activision Named Licensee Of The Year In Hard Goods Category By International Licensing Industry Merchandisers' Association

Santa Monica, CA - June 27, 2003 -- Activision, Inc. (Nasdaq: ATVI) announced today that it has been awarded Entertainment Licensee of the Year in the Hard Goods category by the International Licensing Industry Merchandisers' Association (LIMA). The award is in recognition for Activision's Spider-Man™ video game based on the record-breaking Columbia Pictures/Marvel Studios film. Lori Plager, Senior Director of Licensing for Activision, accepted the award during LIMA's annual awards gala on June 11, 2003 at the New York Sheraton Hotel.

Recipients of the Annual Licensing Awards were selected by more than 1,000 members of LIMA worldwide.

"We are thrilled to accept this award from LIMA," states Plager. "It underscores the tremendous worldwide appeal of the Spider-Man brand among the vast array of high-quality licensed products available in the marketplace. This honor recognizes the hard work and dedication of everyone at Treyarch, Activision and our partners at Marvel and Sony."

The **Spider-Man** video game was developed by Activision through a license from Spider-Man Merchandising LP, a 50/50 limited partnership comprised of Marvel Enterprises, Inc. and Sony Pictures Consumer Products Inc. Spider-Man Merchandising LP oversees the licensing and merchandising for the Columbia Pictures "Spider-Man™ 2" motion picture as well as Sony Pictures Television's new "Spider-Man" animated television series. The "Spider-Man™ 2" motion picture and the new "Spider-Man" animated television series are both based on the Marvel character.

About Marvel Enterprises, Inc.

Marvel Enterprises, Inc. is a leading global character-based entertainment company that has developed and owns a library of more than 4,700 characters, which have entertained generations around the world for over 60 years. Marvel's operations are focused in entertainment and consumer product licensing and comic book publishing. Marvel Studios supports the development of feature films, DVD/video products and TV series. Marvel's creative team also supports the creation of video games and toy lines based on its characters as well as for a broad and growing range of consumer products and services including apparel, collectibles, foods and promotions. Marvel's comic book division is a leading publisher in the global marketplace while also serving as an invaluable source of intellectual property. Marvel's Toy Biz division is a recognized creative force and leader in toy design, sales and marketing, developing and overseeing both licensee and in-house toy lines. For additional information visit <http://www.marvel.com>.

About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP), based in Los Angeles, handles the merchandising and branding efforts for some of the most recognized properties in film and television. This includes theatrical properties such as Charlie's Angel's™: Full Throttle, and Underworld as well as television properties such as Astro Boy™, "Stuart Little™," "Jackie Chan Adventures™" and "Pyramid™." SPCP is a division of Sony Pictures Entertainment (SPE). SPE is a division of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.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 net revenues of \$864 million for the fiscal year ended March 31, 2003.

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, 2003, which was filed

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Maryanne Lataif
Vice President, Corp.
Communications
Activision, Inc.
(310) 255-2704