



## Marvel and Activision Announce Ultimate Spider-Man Webbing Retail Outlets Nationwide

SANTA MONICA, Calif., Sept 22, 2005 /PRNewswire-FirstCall via COMTEX/ -- Consumers can now take on the role of Marvel's Spider-Man, the world's most famous Super Hero, and his arch-nemesis Venom with the release of Activision, Inc.'s (Nasdaq: ATVI) newest entry in the Spider-Man video game franchise -- Ultimate Spider-Man. Set in a massive free roaming New York City environment, console gamers are propelled into a virtual comic book world through interactive motion graphics panels and 3D Comic Inking Technology(TM) that bring to life an original storyline written and illustrated by the creative team behind Marvel's best-selling "Ultimate Spider-Man" series.

Ultimate Spider-Man is available for the PlayStation(R)2 computer entertainment system, the Xbox(R) video game system from Microsoft, and the Nintendo GameCube(TM) for a suggested retail price of \$49.99 and has been rated "T" (Teen -- with language and violence) by the ESRB. The PC/CD-ROM version of Ultimate Spider-Man is now available for a suggested retail price of \$29.99 and has been rated "T" (Teen -- with language and violence) by the ESRB. The Nintendo DS(TM) version of Ultimate Spider-Man is now available for a suggested retail price of \$39.99 and is rated "E10+" (Everyone 10+ -- with cartoon violence) by the ESRB. The Game Boy(R) Advance version of Ultimate Spider-Man is now available for a suggested retail price of \$29.99 and has been rated "E10+" ("Everyone 10+ -- with cartoon violence") by the ESRB.

"Using Treyarch's amazing technological and artistic capabilities, Ultimate Spider-Man lets gamers play both sides, as Super Hero and Super Villain, in an authentic living, breathing comic book universe," said Will Kassoy, vice president of global brand management, Activision, Inc. "With an original story, gigantic cast of characters and truly unique visual presentation, Ultimate Spider-Man is poised to be the most immersive Spider-Man video game experience to date."

"Marvel is very excited at the launch of Ultimate Spider-Man," said Ames Kirshen, vice president of interactive, Marvel Entertainment, Inc. "With Treyarch's expertise working on Spider-Man games for over 5 years, the amazing new look that their 3D Inking technology gives to this title, coupled with the hands on involvement of Marvel writer Brian Michael Bendis and artist Mark Bagley, Ultimate Spider-Man takes the Spider-Man game franchise to a whole new level."

Pick up where the comic books left off, in an all-new story exclusive to the game penned by Brian Michael Bendis, the comic book's co-creator and writer, with character illustrations by comic book pencil artist, Mark Bagley. As the young Spider-Man, gamers play using Spider-Man's fluid, acrobatic moves to triumph over evil or play as his menacing nemesis, Venom, using brute force to destroy everything in their path. With a huge variety of demanding missions, diverse gameplay and a new combat system that allows players to face off against the largest number of interactive characters from the Marvel universe ever assembled in a Spider-Man game, Ultimate Spider-Man delivers the most in-depth Spider-Man adventure yet.

Ultimate Spider-Man was developed for the PlayStation(R)2 computer entertainment system, the Xbox video game system from Microsoft and Nintendo GameCube by Treyarch, for the Game Boy Advance and Nintendo DS by Vicarious Visions and for the PC by Beenox Studio. Brady Games' Ultimate Spider-Man Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at bradygames.com.

About Marvel Entertainment, Inc.

With a library of over 5,000 characters, Marvel Entertainment, Inc. -- formerly known as Marvel Enterprises, Inc. -- is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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](http://www.activision.com).

The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. 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. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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SOURCE Activision, Inc.

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