



Fantastic 4 Video Game Premieres at Retail Stores Nationwide

SANTA MONICA, Calif., June 28, 2005 /PRNewswire-FirstCall via COMTEX/ -- Marvel's first family of Super Heroes is taking the video game world by storm with the release of Activision, Inc.'s (Nasdaq: ATVI) Fantastic 4, which is currently available in retail stores nationwide. Based on Twentieth Century Fox's highly anticipated "Fantastic 4" feature film, the team-based action adventure game lets players take on the role of Marvel Super Heroes, Reed Richards/Mr. Fantastic, Sue Storm/The Invisible Woman, Johnny Storm/The Human Torch and Ben Grimm/The Thing and master each character's powers -- stretching, invisibility, shooting fire and leveling superhuman attacks -- to overcome the evil Doctor Doom.

"Fantastic 4 lets gamers relive the action and excitement of one of the summer's most anticipated films, from the plot to the locations to the actors," said Kathy Vrabeck, president, Activision Publishing. "Players also experience more than the film in a completely original storyline that expands the Super Heroes' universe through exclusive game missions and environments."

Co-written by Zak Penn, who co-wrote the story for "X2" and is co-writing the screenplay for the upcoming "X3," Fantastic 4 lets players defeat enemies and overcome obstacles in team-based combat and two-player co-op mode. Gamers control all four team members and can dynamically switch between characters to wreak havoc in a variety of destructible environments inspired by popular comic book locales. Players take on the following roles:

- * Mr. Fantastic -- Fans use brainpower to hack computers, override security systems and outsmart their enemies as they deliver stretch attacks from a distance, squeeze into tight spaces and go where no one else can.
- * The Invisible Woman -- Players become invisible and perform stealth moves with ninja like speed or immobilize enemies using force fields created through telekinetic powers.
- * The Human Torch -- Gamers create walls of fire, level super nova fireballs or shoot flames from their fingertips to ward off enemies.
- * The Thing -- Fans use brute force to pick up heavy objects, tear them apart and savagely obliterate foes.

The movie's five leading actors reprise their roles for the game. Jessica Alba ("Dark Angel," "Sin City") portrays Sue Storm; Emmy(R) award winner Michael Chiklis ("The Shield") is The Thing; Chris Evans ("The Perfect Score," "Cellular") plays Johnny Storm; Ioan Gruffudd ("King Arthur") is Reed Richards; and Julian McMahon ("Charmed," "Nip/Tuck") is Victor Von Doom/Dr. Doom.

Fantastic 4 for the PlayStation(R)2 computer entertainment system, Xbox(TM) video game system from Microsoft, and the Nintendo(R) GameCube(TM) was developed by Seven Studios, the PC version was developed by Beenox and Fantastic 4 for the Game Boy(R) Advance was developed by Torus Games. The console SKUs and PC game have been rated "T" (Teen -- with mild language and violence) by the ESRB, and the Game Boy(R) Advance version has been rated "E-10+" (Everyone 10 and older -- with animated violence).

About Marvel Enterprises, Inc.

With a library of over 5,000 proprietary characters, Marvel Enterprises, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused in four areas: entertainment (Marvel Studios), licensing, publishing and toys. Marvel facilitates the creation of entertainment projects, including feature films, DVD/home video, video games and television based on its characters and also licenses its characters for use in a wide range of consumer products and services including apparel, toys, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its publishing division, which continues to expand its leadership position in the U.S. and worldwide while also serving as an invaluable source of intellectual property.

About Twentieth Century Fox

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000, Fox Searchlight Pictures and Twentieth Century Fox Animation.

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.

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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