



Activision® Launches the Official X2 Wolverine's Revenge™ Web Site

Take a self-guided tour behind the gates of Weapon X and encounter top-secret information about the most popular X-Men™. Wolverine™. .

Santa Monica, CA - March 28, 2003 - Take a self-guided tour behind the gates of Weapon X and encounter top-secret information about the most popular X-Men™. -- Wolverine™. - at www.wolverinesrevenge.com, the official X2 Wolverine's Revenge™. web site. Leading up to the April 15 launch of the X2 Wolverine's Revenge videogame, Activision, Inc. (Nasdaq: ATVI) is giving fans a pre-launch glimpse into this highly anticipated game with information on Wolverine's origins, action-packed movies, screenshots, custom wallpaper, character features, concept art and much more.

The X2 Wolverine's Revenge web site will feature the following sections:

Mission Brief - This top secret dossier will allow players to familiarize themselves with Wolverine, understand his mutant abilities and his motivation for returning to the only place he fears -- Weapon X.

Wolverine Timeline - Fans get an overview of the "lone" mutant and delve into his history - when he first appeared in Marvel comics' most popular comic book franchise and how his image has changed over the years.

Exclusive Downloads - Gamers can keep the look of X2 on their desktop with custom wallpaper. New screenshots and updated movies will also be introduced periodically until the launch of the game.

News - Get the latest X2 Wolverine's Revenge updates, link to Fox for the scoop on "X2" and visit Marvel.com for information on this famous mutant.

Releasing simultaneously with the "X2" feature film, X2 Wolverine's Revenge is the only PlayStation computer entertainment system, Xbox™. video game system from Microsoft, Nintendo GameCube™. , Game Boy® Advance and PC action-adventure that allows players to assume the role of Wolverine. Now that a deadly virus has been activated within his body, Marvel's "baddest" mutant has 48 hours to acquire an antidote and save himself.

About Marvel Enterprises, Inc.

Marvel Enterprises, Inc. (NYSE: MVL) 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>. Marvel, X-Men and related characters: ? & © 2003 Marvel Characters, Inc.

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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