



Order Activision®'s X2 Wolverine's Revenge™ at Participating Retailers and Receive a Complimentary "X2" Movie Pass

Santa Monica, CA - April 7, 2003 - Consumers can receive a complimentary movie pass to Twentieth Century Fox's upcoming "X2" feature film, based on Marvel Comics top selling comic book franchise The X-Men®, when they either pre-order or purchase Activision, Inc.'s (Nasdaq: ATVI) highly anticipated X2 Wolverine's Revenge® at participating North American retail outlets nationwide including Best Buy, Circuit City, Electronics Boutique, Future Shop Canada, GameStop, Kay Bee Toys, Musicland, Target, Toys 'R Us Canada and Wal-Mart Stores.

Consumers who visit participating retail locations can place a \$5.00 pre-order deposit and receive a movie voucher redeemable at a local theater. Additionally, movie vouchers will be in-packed into a limited number of X2 Wolverine's Revenge games at the time of the game launch.

X2 Wolverine's Revenge is the only action-adventure game that allows players to assume the role of Marvel Comics' legendary Wolverine. The title, which is scheduled to ship on April 15, 2003, will be available for a suggested retail price of \$49.99 for the PlayStation® computer entertainment system, the Xbox® video game system from Microsoft and Nintendo GameCube®. The Game Boy® Advance and PC versions will be available for a suggested retail price of \$29.99. The ESRB ratings are as follows: "T" ("Teen" - Blood, Violence - content suitable for persons ages 13 and older) for the PlayStation2, Xbox, Nintendo GameCube and PC; "E" ("Everyone" - Violence - content suitable for persons ages 6 and older) for the Game Boy Advance.

Twentieth Century Fox's "X2" movie is scheduled for release on May 2, 2003.

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 are trademarks of Marvel Characters, Inc. and are used with permission. © 2003 Marvel Characters, Inc. All rights reserved.

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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