



APM Film and Television Composer Gregor Narholz Signs on to Score Activision's X-Men (TM) Legends Sequel

SANTA MONICA, Calif., March 9, 2005 /PRNewswire-FirstCall via COMTEX/ -- APM film and television composer Gregor Narholz is set to score Activision, Inc.'s (Nasdaq: ATVI) X-Men(TM) Legends II, based on Marvel's legendary Super Hero team.

Through an agreement with APM (<http://www.apmmusic.com>), the world's largest provider of music for use in film, television and interactive productions, Narholz -- who composed the original score for The Spongebob Squarepants Movie and whose library compositions have been used in Return to Neverland, The Rookie and Soul Plane, as well as television shows Star Trek, The X-Files, Seinfeld, Friends and Saturday Night Live -- will compose and arrange the music for the highly anticipated sequel.

"The futuristic, high adrenaline adventures of the X-Men create a prolific playground for my imagination and music," said Narholz. "I am looking forward to creating unique, modular compositions to underscore this exciting new branded interactive production."

In addition to his work in Hollywood, Narholz is an accomplished conductor who is co-founder and co-director of the Budapest Film Orchestra. Much of Narholz's music can be licensed in the APM library as well.

"Narholz's ability to create distinctive and powerful music will add a unique dimension and energy to the X-Men Legends sequel," said Will Kasso, vice president of global brand management, Activision Publishing. "Given his talents and success in composing for film and television, I know he will do an excellent job of bringing Marvel's X-Men universe to life in a score that perfectly complements the game."

X-Men Legends II is currently in development by Raven Software and will be available later this year. The first game in the X-Men Legends series is currently available worldwide for the PlayStation(R)2 computer entertainment system, Xbox(R) video game system from Microsoft and Nintendo GameCube(TM).

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 \$948 million for the fiscal year ended March 31, 2004.

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.

About APM

Associated Production Music, a joint venture of EMI Music Publishing (the world's largest music publisher) and BMG Music Publishing (a division of Bertelsmann AG) provides the United States and Canada with music selection services and exclusive licensing rights to 21 different music libraries specifically for use in film, television, radio, recording and new media.

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.

Except for any historical information that they contain, the statements in this news release regarding Marvel's plans are forward-looking statements that are subject to certain risks and uncertainties, including a decrease in the level of media exposure or popularity of Marvel's characters, financial difficulties of Marvel's major licensees, delays and cancellations of movies and television productions based on Marvel characters, poor performance of major movies based on Marvel characters, toy-production delays or shortfalls, continued concentration of toy retailers, toy inventory risk, significant appreciation of Chinese currency against other currencies and the imposition of quotas or tariffs on products manufactured in China. These and other risks and uncertainties are described in Marvel's filings with the Securities and Exchange Commission, including Marvel's Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Marvel assumes no obligation to publicly update or revise any forward-looking statements.

Marvel, X-Men, X-Men: Legends, and the distinctive likenesses thereof, are trademarks of Marvel Characters, Inc., and are used with permission. Copyright(C) 2005 Marvel Characters, Inc. All rights reserved. www.marvel.com.

Super Hero(es) is a co-owned registered trademark.

SOURCE Activision, Inc.

Ryh-Ming C. Poon, Manager, Corporate Communications of Activision, Inc.,
+1-310-255-2226, cpoon@activision.com; or Eric Schwartzman, Public Relations
Representative for APM, +1-310-789-2482

<http://www.prnewswire.com>

Copyright (C) 2005 PR Newswire. All rights reserved.

News Provided by COMTEX