



Activision Announces Spider-Man 2 for the Nintendo® DS Portable Video Game System

Santa Monica, CA - September 22, 2004 -- Activision, Inc. (Nasdaq: ATVI) announced today that the company's first title for the Nintendo® DS video game platform will be the video game Spider-Man 2™, which is currently the #1 bestselling movie game of 2004 according to NPD Funworld. Based on this summer's blockbuster feature film from Columbia Pictures, the Spider-Man 2 video game will be a launch title for the platform.

"We are excited about the Nintendo DS and are working closely with Nintendo to bring the Spider-Man 2 video game to this innovative new platform," said Kathy Vrabeck, president of Activision Publishing. "The nature of the dual-screen technology allows us to deliver more interactive and intuitive gameplay experiences on the hand-held than ever before."

Spider-Man 2 for the Nintendo DS is being developed by Vicarious Visions and is currently rated "E" (Everyone) by the ESRB.

About Spider-Man Merchandising, LP

Spider-Man Merchandising L.P. is a 50/50 limited partnership comprised of Marvel Enterprises, Inc. and Sony Pictures Consumer Products Inc. The partnership oversees all of the licensing and merchandising for the Columbia Pictures feature film "Spider-Man 2", based on Marvel characters.

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 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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