



Marvel and Activision Announce X-Men Legends II: Rise of Apocalypse Unites With Retail Outlets Nationwide

SANTA MONICA, Calif., Sept 20, 2005 /PRNewswire-FirstCall via COMTEX/ -- The epic battle to save humankind rages on with the release of X-Men Legends II: Rise of Apocalypse, the sequel to the best selling X-Men title ever, X-Men Legends, inspired by Marvel's legendary Super Hero team. The all-new action-role playing game (RPG) allows gamers to create Super Hero dream teams featuring popular X-Men and classic Brotherhood villains as they unite for the first time ever to overcome the ultimate evil -- Apocalypse -- and prevent one of the most devastating attacks ever against mankind. The action filled saga unfolds through challenging single player missions and groundbreaking new online multiplayer modes.

X-Men Legends II: Rise of Apocalypse is available for the PlayStation(R)2 computer entertainment system, Xbox(R) video game system from Microsoft and Nintendo GameCube(TM) for a suggested retail price of \$49.99 and has been rated "T" (Teen with mild language and violence) by the ESRB. The PC/CD-ROM version of X-Men Legends II: Rise of Apocalypse is available for a suggested retail price of \$39.99 and has been rated "T" (Teen with mild language and violence) by the ESRB. Later this fall, the PSP(TM) (PlayStation(R)Portable) system version of X-Men Legends: Rise of Apocalypse will be available for a suggested retail price of \$49.99 and rated "T" (Teen with mild language and violence) by the ESRB.

"X-Men Legends II: Rise of Apocalypse is sure to please X-Men fans everywhere with an original and suspense-filled storyline that teams up the X- Men with the Brotherhood villains for the first time ever," said Will Kasso, vice president of global brand management, Activision, Inc. (Nasdaq: ATVI) "The diversity gives players an unprecedented arsenal of super powers to employ as they battle an amazing array of enemies in exotic locales in single- player mode or online multiplayer modes with gamers around the world."

"Marvel couldn't be more pleased with this latest installment in the X-Men Legends franchise," said Ames Kirshen, Vice President of Interactiv, Marvel Entertainment, Inc. "With a truly epic X-Men story, a ton of new playable characters, larger gameplay environments, increased customization features and most importantly the addition of online play, this truly is the deepest X-Men game ever."

In X-Men Legends II: Rise of Apocalypse, players create, customize and control teams of four mutants from 16 all-time favorite X-Men and classic Brotherhood villains from the Marvel Universe. With the X-Men and Brotherhood fighting side-by-side for the first time, players switch instantly between teammates wielding many more super powers and skills than X-Men Legends, as they overcome obstacles, solve puzzles and defeat more than 100 types of enemies including Lady Deathstrike and the notorious Four Horsemen of Apocalypse. Delivering significant gameplay enhancements over the first title, X-Men Legends II: Rise of Apocalypse challenges players to explore immense, destructible environments set in classic X-Men locations like Genosha and the Infinite Factory, and exotic worldly locales like Egypt and the Savage Lands in both single player and, for the first time ever, online multiplayer action including six multiplayer skirmish modes that offer head-to-head action, fierce battles against enemies, exclusive online content and more .

About Marvel Enterprises, Inc.

With a library of over 5,000 characters, Marvel Entertainment, Inc. -- formerly known as Marvel Enterprises, Inc. -- is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world.

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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SOURCE Activision, Inc.

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