



Activision's Spider-Man® Achieves SCEA's "Greatest Hits," Microsoft's "Platinum Hits," And Nintendo's "Player's Choice" Status

Spider-Man® Recognized for Outstanding Sales Performance on the PlayStation®2 computer entertainment system, Xbox® video game system from Microsoft and the Nintendo GameCube™

Santa Monica, CA - June 2, 2003 - Activision, Inc.'s (Nasdaq: ATVI) top-selling video game, **Spider-Man®** has been selected for inclusion in Sony Computer Entertainment America's "Greatest Hits," Microsoft's "Platinum Hits" and Nintendo of America's "Player's Choice" programs. This achievement represents one of the first times a videogame has been recognized by all three of these prestigious programs simultaneously.

As a recent addition to each respective brand, **Spider-Man®** will be re-launched with new packaging and a suggested retail price of \$19.99.

SCEA's "Greatest Hits" status is given to games that have sold more than 400,000 copies for the PlayStation®2 computer entertainment system. The "Platinum Hits" series includes a line-up of titles for the Xbox® video game system from Microsoft that have proven to be all-time favorites, having sold well at retail and been on store shelves for at least nine months. Nintendo's newly launched "Player's Choice" program, recognizes games which have shipped 450,000 units for the Nintendo GameCube®.

Spider-Man® immerses players in the high-swingin', web-slingin' world of the feature film starring Tobey Maguire and Willem Dafoe. The player assumes the role of the super hero? himself, weighing great power with great responsibility as he embarks on a career to thwart crime and put an end to a mastermind criminal, the Green Goblin, and his legions of evil. All-new aerial combat, in-air control and free-roaming capabilities add to a franchise that has already enjoyed astonishing success.

About Spider-Man Merchandising L.P.

Spider-Man Merchandising L.P. is a limited partnership between Sony Pictures Consumer Products Inc. and Marvel Enterprises Inc. The partnership oversees the expansive licensing and merchandising campaign surrounding Columbia Picture's highly anticipated theatrical release, "Spider-Man". Spider-Man Merchandising L.P. explores a full range of merchandising categories for one of the world's most recognized characters.

About Columbia Pictures

Columbia Pictures is a Sony Pictures Entertainment (SPE) company. SPE is a division of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution, television production and distribution, worldwide channel investments, home video acquisition and distribution, operation of studio facilities, development of new entertainment products, services and technologies, and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web <http://www.spe.sony.com>.

About Marvel Enterprises, Inc.

Marvel Enterprises, Inc. is a leading global character-based entertainment company that has developed and owns a library of over 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's creative teams at its Marvel Studios, Marvel Comics and Toy Biz divisions support the development of feature films (and DVD/video), video games, TV series and toy lines based on its characters. Marvel also licenses its characters for use in a broad and growing range of consumer products and services including apparel, collectibles, foods and promotions. Marvel Comics is a leading global comics publisher and an invaluable source of intellectual property; Marvel Studios works with studios to develop feature film and entertainment projects; and Toy Biz is a recognized creative force and leader in toy design, sales and marketing that develops and oversees both licensee and in-house toy lines. For additional information visit <http://www.marvel.com>.

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 \$864 million for the fiscal year ended March 31, 2003.

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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