



Activision Ships Over Two Million Units Of Spider-Man 2™ Video Game

Santa Monica, CA - July 7, 2004 - Activision, Inc. (Nasdaq: ATVI) announced today that the company's North American Publishing unit has shipped more than two million units of its **Spider-Man 2™** video game timed to the theatrical release of Sony Pictures Entertainment's Columbia Pictures *Spider-Man® 2*. The game, which is currently available at retail stores, lets players experience what it's like to be the world's most celebrated Super Hero as they web sling from buildings, dive from rooftops to the streets and scale the heights of Manhattan, a living breathing city complete with pedestrians, traffic, trains and helicopters. Gamers can re-live the film's storyline or embark on exclusive game missions as they perform heroic deeds, protect citizens from random crimes, and face off against the nefarious Doc Ock and other Marvel super-villains.

Spider-Man 2 for the PlayStation®2 computer entertainment system, the Xbox® video game system from Microsoft and Nintendo GameCube™ carry a "T" (Teen with violence) rating by the ESRB and the Game Boy Advance and PC versions carry an "E" (Everyone with violence) rating.

In Columbia Pictures' *Spider-Man 2*, two years have passed since Peter Parker (Tobey Maguire) walked away from his longtime love Mary Jane Watson (Kirsten Dunst) and decided to take the road to responsibility as Spider-Man. Peter must face new challenges as he struggles to cope with "the gift and the curse" of his powers while balancing his dual identities as the elusive superhero Spider-Man and life as a college student. The relationships Peter holds most dear are now in danger of unraveling as he clashes with the powerful, multi-tentacled villain "Doc Ock" (Alfred Molina).

Spider-Man 2 reunites the cast and filmmakers from the first adventure, including Tobey Maguire, Kirsten Dunst, James Franco, Rosemary Harris and J.K. Simmons, under the leadership of director Sam Raimi and producers Laura Ziskin and Marvel's Avi Arad. Joining the ensemble cast are Alfred Molina as Dr. Otto Octavius ("Doc Ock"), Daniel Gillies as John Jameson, Vanessa Ferlito as Louise, Dylan Baker as Dr. Curt Connors and Donna Murphy as Rosalie Octavius.

Columbia Pictures Presents A Marvel Enterprises/Laura Ziskin Production *Spider-Man 2* starring Tobey Maguire, Kirsten Dunst, James Franco, Alfred Molina, Rosemary Harris, Donna Murphy and J.K. Simmons. The film is directed by Sam Raimi (*Spider-Man*, *The Evil Dead*). The screenplay is by two-time Oscar® winner Alvin Sargent (*Ordinary People*, *Unfaithful*) based on the Marvel Comic Book by Stan Lee and Steve Ditko. The screen story is by Alfred Gough & Miles Millar and Pulitzer-Prize winning author Michael Chabon. The producers are Laura Ziskin (*Spider-Man*, *Pretty Woman*) and Avi Arad (*X-Men*, *Daredevil*).

About Spider-Man

Since his introduction in August 1962, Spider-Man continues to entertain and inspire millions of people around the world. Fifteen million Spider-Man comics are sold each year in 75 countries and in 22 languages, and a comic strip based on the notorious Wall-Crawler is syndicated by King Features Syndicate in 500 newspapers worldwide. The "Spider-Man" animated television series currently airs Sunday mornings on UPN and is cleared on 122 stations, covering 78% of the U.S. TV market. The series is also shown on the Fox Kids Network, Monday through Friday afternoon, and the Fox Family Channel on Sunday morning.

About Marvel Enterprises, Inc.

With a library of over 4,700 proprietary characters, Marvel Enterprises, Inc. (NYSE: MVL) is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused in four areas: entertainment (Marvel Studios), licensing, comic book publishing and toys (Toy Biz). Marvel facilitates the creation of entertainment projects, including feature films, DVD/home video, video games and television based on its characters and also licenses its characters for use in a wide range of consumer products and services including apparel, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its comic book division which continues to expand its leadership position in the U.S. and worldwide while also serving as an invaluable source of intellectual property.

About Spider-Man Merchandising L.P.

Spider-Man Merchandising L.P. is a joint venture comprised of Marvel Enterprises, Inc. and Sony Pictures Consumer Products Inc. The partnership oversees all of the licensing and merchandising for the upcoming Columbia Picture's feature film "Spider-Man 2", as well as the Sony Pictures Television's animated series entitled "Spider-Man," all based on Marvel 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 Activision

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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