



## Activision® Unleashes National Promotion Offering Tickets to Twentieth Century Fox's Premiere of the Upcoming "X2" Movie Based on Marvel's X-Men™ Comic

**Secondary prizes include Xbox™ video game system and Xbox DVD playback kits from Microsoft, Marvel Movie Merchandise, special edition "X-Men 1.5" DVDs and copies of X2 Wolverine's Revenge™ video games**

Santa Monica, CA - April 9, 2003 - What could be better than walking the red carpet next to your favorite X-Men™ character? This week, Activision, Inc. (Nasdaq: ATVI) will unleash a national radio promotion that will offer eight lucky grand prize winners the experience of a lifetime -- a trip for two to the "X2" feature film premiere in Hollywood, CA on April 28, 2003. The promotion, "The Hunt for X2 **Wolverine's Revenge**", which began this week, will run in New York, Los Angeles, Chicago, San Francisco, Washington D.C., Boston, Atlanta and Dallas and use the synergy of popular radio stations, select retail locations, participating malls, concerts, sporting events and local clubs to promote this unique contest that offers one winner and a guest from each city an all expense paid trip to Los Angeles.

Partnering stations in each of the markets will dispatch **X2 Wolverine's Revenge**-branded vans to various locations passing out sweepstakes entry forms and a winning phrase that could send lucky winners to the "X2" motion picture premiere, as well as win secondary prizes that include the Xbox? video game system from Microsoft and accompanying DVD playback kits, tickets to a local screening of the "X2" feature film, select Marvel "X2" movie merchandise, copies of the special edition "X-Men 1.5" DVD and Activision's X2 Wolverine's Revenge for Xbox.

Activision's promotion, "The Hunt for **X2 Wolverine's Revenge**", is being supported with on-air radio announcements and grassroots marketing activities that include on-location signage, custom decals and merchandise. For more information on each radio station's promotion please visit [www.wolverinesrevenge.com/contest](http://www.wolverinesrevenge.com/contest).

X2 Wolverine's Revenge is the only action-adventure game that allows players to assume the role of Marvel Comics' legendary Wolverine. The title, which is scheduled to ship on April 15, 2003, will be available for a suggested retail price of \$49.99 for the PlayStation computer entertainment system, Xbox and Nintendo GameCube. The Game Boy® Advance and PC versions will be available for a suggested retail price of \$29.99. The ESRB ratings are as follows: "T" ("Teen" - Blood, Violence - content suitable for persons ages 13 and older) for the PlayStation2, Xbox, Nintendo GameCube and PC; "E" ("Everyone" - Violence - content suitable for persons ages 6 and older) for the Game Boy Advance.

"X2" from Twentieth Century Fox will be released on May 2, 2003.

About Marvel Enterprises, Inc.

Marvel Enterprises, Inc. (NYSE: MVL) is a leading global character-based entertainment company that has developed and owns a library of more than 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 Studios supports the development of feature films, DVD/video products and TV series. Marvel's creative team also supports the creation of video games and toy lines based on its characters as well as for a broad and growing range of consumer products and services including apparel, collectibles, foods and promotions. Marvel's comic book division is a leading publisher in the global marketplace while also serving as an invaluable source of intellectual property. Marvel's Toy Biz division is a recognized creative force and leader in toy design, sales and marketing, developing and overseeing both licensee and in-house toy lines. For additional information visit <http://www.marvel.com>. Marvel, X-Men and related characters are trademarks of Marvel Characters, Inc. and are used with permission: ™. & © 2003 Marvel Characters, Inc. All rights reserved.

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 revenues of \$786 million for the fiscal year ended March 31, 2002. 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](http://www.activision.com).

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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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