



## Activision Announces First Details of Spider-Man™: Shattered Dimensions

SANTA MONICA, Calif., March 31, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and [Marvel](#) Entertainment (NYSE: MVL) have released the first details of **Spider-Man(TM): Shattered Dimensions**, the newest entry of non-stop heroic action to star the iconic wall-crawler. The video game is scheduled for release in September 2010 and will allow players to travel through four different worlds as distinctly different versions of Spider-Man from four universes across Marvel lore, two of which are announced today: *The Amazing Spider-Man* and *Spider-Man Noir*.

As Spider-Man, players will experience a wide variety of gameplay and dramatic environments. The *Amazing Spider-Man* experience delivers innovative web combat and visuals in a world that pays tribute to the classic era of the legendary Super Hero. In contrast, *Spider-Man Noir* features a cunning and covert depiction of Spider-Man, who utilizes shadows to perform stealth takedowns in a 1930's-influenced, black-and-white cinematic environment.

"**Spider-Man: Shattered Dimensions** delivers an original storyline that bridges four unique worlds," said Rob Kostich, Head of Marketing, Activision Publishing, Inc. "Each action-packed universe will have its own detailed art design and thrilling missions, challenging gamers to use new skill sets to defeat enemies as they unlock powerful new moves and progress through the game."

Penned by acclaimed Marvel comic book writer Dan Slott, the story takes players on a mission to capture the magical energy of the Tablet of Order and Chaos, which has been shattered and scattered across parallel universes. Gamers are challenged to battle fan-favorite villains such as the lethal Kraven and a custom, never-before-seen Noir version of Hammerhead, in a quest to restore the fabric of reality.

**Spider-Man: Shattered Dimensions** is developed by Beenox and not yet rated. Fans can learn more about **Spider-Man: Shattered Dimensions** and the next worlds to be revealed by visiting [www.SpiderManDimensions.com](http://www.SpiderManDimensions.com).

### About Marvel Entertainment, LLC

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit [www.marvel.com](http://www.marvel.com).

### About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors,

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