



Activision Unites Marvel's Super Heroes and Super Villains at Retail Stores Nationwide with Spider-Man(TM): Friend or Foe

SANTA MONICA, Calif., Oct 03, 2007 (BUSINESS WIRE) -- It's time to experience the ultimate fighting team as Spider-Man unites with popular super-heroes and powerful super-villains from the movie trilogy and beyond in Spider-Man(TM): Friend or Foe from Activision, Inc. (NASDAQ:ATVI). Throughout the game's original story and thrilling battles, players are challenged to defeat and then join forces with notorious movie foes including Doc Ock, Green Goblin, Venom and Sandman, as well as others from the classic Spider-Man family of characters, and embark on a global quest to overcome an evil threat.

"Inspired by both the Spider-Man film trilogy and the classic Spider-Man comics, Spider-Man: Friend or Foe is a unique take on the most successful Super Hero franchise of all time," said Rob Kostich, vice president, global brand management, Activision, Inc. "For the first time ever in a Spider-Man game, Spider-Man: Friend or Foe features a unique co-op mode in which a friend can join the game at any time and take control of Spider-Man's sidekick as they battle side-by-side and replay favorite levels."

As the Spider-Man: Friend or Foe experience unravels, Spider-Man and his sidekicks unlock a variety of arenas and secret areas containing special tokens which allow players to revisit previously explored levels at any time as well as fortify their cache of collectables and power upgrades. Gamers can also replay levels as Spider-Man's darker, more mysterious persona, Black-Suited Spider-Man, and experience a robust Versus mode, with multiple arenas, where players match up any two characters and battle it out to see who wins.

Spider-Man: Friend or Foe is available now for the Xbox 360(TM) video game and entertainment system from Microsoft and the Wii(TM) home video game system from Nintendo for a suggested retail price of \$49.99, the PlayStation(R)2 computer entertainment system and PSP(R) (PlayStation(R) Portable) system for \$39.99, the Nintendo DS(TM) for \$29.99 and the PC for \$19.99. The game is rated "E10+" (Everyone 10 and older - Cartoon Violence) by the ESRB.

Video footage for Spider-Man: Friend or Foe is available at www.thenewsmarket.com/activision. Media can preview and request broadcast-standard video digitally or by tape at no cost from this site.

About Spider-Man Merchandising, L.P.

Spider-Man Merchandising, L.P. is a 50/50 limited partnership comprised of Marvel Entertainment, Inc. and Sony Pictures Consumer Products, Inc. The partnership oversees all of the licensing and merchandising activities for the Columbia Pictures Spider-Man(TM) feature films as well as the Sony Pictures Television's animated series entitled "The Spectacular Spider-Man," all based on the Marvel characters.

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 \$1.5 billion for the fiscal year ended March 31, 2007.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan and South Korea. 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options and foreign exchange rate changes. Other factors that could cause

Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies, other litigation (unrelated to stock option granting practices), and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

Spider-Man and all related characters and certain elements: TM & (C) 2007 Marvel Characters, Inc. Spider-Man, Spider-Man 2 and Spider-Man 3 movie elements: (C) 2002, (C) 2004, (C) 2007 Columbia Pictures Industries, Inc. All rights reserved.

Super Hero(s) and Super Villain(s) are co-owned registered trademarks.

SOURCE: Activision, Inc.

Activision, Inc.
Lindsay Morio, Publicist, Activision Games
310-255-2609
lmorio@activision.com

Copyright Business Wire 2007

News Provided by COMTEX