



Feature Film Talent to Reprise Their Roles in Activision's Fantastic 4 Video Game

SANTA MONICA, Calif., May 18, 2005 /PRNewswire-FirstCall via COMTEX/ -- The five leading actors in Twentieth Century Fox and Marvel Studios upcoming blockbuster film, "Fantastic 4" -- based on the ever popular Marvel comic book series -- will reprise their roles in Activision, Inc.'s (Nasdaq: ATVI) upcoming Fantastic 4 video game. Jessica Alba ("Dark Angel," "Sin City"), Emmy award winner Michael Chiklis ("The Shield"), Chris Evans ("The Perfect Score," "Cellular"), Ioan Gruffudd ("King Arthur"), and Julian McMahon ("Charmed," "Nip/Tuck") will portray Sue Storm, The Invisible Woman; Ben Grimm, The Thing; Johnny Storm, The Human Torch; Reed Richards, Mr. Fantastic; and Victor Von Doom, Dr. Doom, respectively.

"We are incredibly excited to partner with the film's principle cast to bring the Fantastic 4 characters to life in the video game," said Will Kasso, vice president of global brand management, Activision Publishing. "This game will let Fantastic 4 fans use the heroes' distinctive super powers to battle evil in high-level action sequences from the film, as well as all-new dangerous living worlds exclusive to the game."

Fantastic 4 is the only game that allows you to harness the Marvel Super Heroes' unique and amazing powers through a compelling single-player or two-player co-operative team based gameplay experience, based on the 20th Century Fox feature film. Authored by Zak Penn, who co-wrote the story for "X2," the game follows the "Fantastic 4" film's storyline and expands the adventures by letting players stretch, control fire and use invisibility and brute force to defeat evil Super Villains in new environments and familiar comic book locales. Challenged to master the individual powers of each Super Hero and combine them to level even more devastating attacks, players must battle some of Marvel's most notorious Super Villains, including, the ultimate evil -- Doctor Doom -- to save the human race from disaster.

Fantastic 4 is being developed by Seven Studios for the PlayStation(R)2 computer entertainment system, Xbox(TM) video game system from Microsoft and the Nintendo(R) GameCube(TM). The PC version is being developed by Beenox Studios and Torus Games is developing Fantastic 4 for the Game Boy(R) Advance.

The PC and console games are rated "T" (Teen - with mild language and violence) by the ESRB and the Game Boy Advance title is rated "E-10+" for (Everyone 10 and older -- with animated violence).

The Fantastic 4 game will release nationwide on June 28th followed by the feature film that will open in theaters nationwide on July 8th.

About Marvel Enterprises, Inc.

With a library of over 5,000 proprietary characters, Marvel Enterprises, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused in four areas: entertainment (Marvel Studios), licensing, 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, toys, collectibles, snack foods and promotions. Marvel's characters and plot lines are created by its publishing 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 Twentieth Century Fox

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000, Fox Searchlight Pictures and Twentieth Century Fox Animation.

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 \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain 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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