



Activision Extends Agreement With Spider-Man(R) Merchandising L.P. for Spider-Man(R) Movie Rights

Deal Grants Worldwide Interactive Publishing Rights for Spider-Man(R) Movie Sequels Through 2017

SANTA MONICA, Calif., Nov 29, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) announced today that the company has signed an agreement with Spider-Man Merchandising L.P., a limited partnership between Marvel Entertainment, Inc. (NYSE: MVL) and Sony Pictures Consumer Products Inc., to extend its exclusive worldwide publishing rights to the phenomenally successful Spider-Man(R) motion pictures through 2017. The license grants Activision the right to publish entertainment software products based on subsequent Spider-Man(R) movie sequels or new television series.

Under its current agreement with Spider-Man(R) Merchandising, Activision will develop and publish interactive entertainment games based on Columbia Pictures/Marvel Entertainment, Inc.'s upcoming feature film "Spider-Man(R) 3," which is set for release in May 2007. To date, Activision has published games based on "Spider-Man(R)" and "Spider-Man(R) 2".

For calendar 2004, Spider-Man(R) 2 was the #1 movie-based videogame in the U.S. according to NPD Funworld and for calendar 2002, Spider-Man(R) was a top-five selling title in the U.S., according to NPD.

"This agreement allows Activision to continue bringing our own brand of interactive magic and vision to this unique, evergreen property and to build on the success we have already achieved with the Spider-Man(R) movies," said Mike Griffith, President and CEO, Activision Publishing, Inc. "Games based on this phenomenally successful property bring the film's popular characters to life and allow consumers to extend their experience with original missions and additional Marvel characters beyond those of the Spider-Man(R) movies."

Tim Rothwell, Worldwide President, Consumer Media Group, Marvel Entertainment, added, "Activision has done a tremendous job in translating Spider-Man(R) into compelling, top-selling interactive games. Given their performance and long-term commitment to the franchise, as well as their creative excellence Activision is the ideal partner for movie-based Spider-Man(R) games, a business that complements our recent extension of their interactive license for 'classic' Spider-Man(R)."

According to Bruno Maglione, President, Marvel International Inc., "Activision has consistently demonstrated their ability to execute Spider-Man(R) theatrical games on a global basis. We are pleased that both Marvel and Activision will be extending our relationship for many years to come on this important franchise."

About Spider-Man(R) Merchandising L.P.

Spider-Man(R) Merchandising L.P. is a limited partnership between Sony Pictures Consumer Products Inc. and Marvel Entertainment, Inc. The partnership oversees the expansive licensing and merchandising campaign surrounding Columbia Picture's and Marvel Entertainment's "Spider-Man(R)" feature film franchise. Spider-Man(R) Merchandising L.P. explores a full range of merchandising categories for one of the world's most recognized characters.

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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Super Hero(es) is a co-owned registered trademark.

SOURCE Activision, Inc.

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