



The World's Largest Army of Super Heroes Returns to Retail With the Release of Activision's Marvel(TM): Ultimate Alliance 2

SANTA MONICA, Calif., Sept 15, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The sequel to the greatest Super Hero(TM) action/RPG ever heads to retail stores today with the release of Marvel: Ultimate Alliance 2 from Activision Publishing, Inc. (Nasdaq: ATVI). Players will have the chance to experience Marvel's landmark Civil War storyline first hand, as they fight for their chosen side in the battle over the Superhuman Registration Act. In control of the largest army of heroes and villains ever featured in a game, players will assemble four-character dream teams, utilize their heroes' unique powers and, for the first time ever, fuse the abilities of two characters to unleash astonishing new attacks during battles.

"Marvel: Ultimate Alliance 2 builds on the gameplay that made the first title a hit and takes the experience to all new heights," states Rob Kostich, Head of Marketing for Licensed Properties, Activision Publishing, Inc. "Players will fight through cinematic and immersive environments, engage in graphically vivid and devastating fusions, and interact with or destroy everything in their path as they experience one of the most tumultuous political events ever imagined in comic book lore."

"Just as Civil War will be remembered as this decade's most memorable comic book event, so too will Marvel: Ultimate Alliance 2 go down as one of this generation's greatest Super Hero games," says Ira Rubenstein, Executive Vice President of the Marvel Digital Media Group. "The notion of heroes fighting heroes is compelling both in terms of action and storytelling, and Activision has brought it all to life in a way that's sure to please everyone who plays."

Marvel: Ultimate Alliance 2 allows gamers to play as some of the most popular Marvel heroes and villains in an explosive action-RPG experience. For the first time, players will be able to take full advantage of the Marvel Universe by combining dynamic Super Hero powers to create over 250 unique fusions, such as a fiery tornado between Human Torch and Storm, or a powerful beam splitter between Wolverine and Iron Man. The game also features deep character customization, including upgrading abilities, powers and boosts on the fly, as well as storyline choices that will influence character stats. Gamers can play on their own or with up to three friends in co-operative multiplayer modes, allowing them to assemble unique dream teams from 24 playable heroes and villains, giving fans one of the most exciting action/RPG experiences of all time.

Marvel: Ultimate Alliance 2 is available on the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system, by Vicarious Visions; the Wii(TM), Nintendo DS(TM), and PlayStation(R)2 computer entertainment system, by n-Space; and the PSP(R) (PlayStation(R)Portable), by Savage. Marvel: Ultimate Alliance 2 is rated "T" (Teen) on all platforms except for the Nintendo DS(TM), which is rated E10+ by the ESRB.

Additional game information can be found at www.activision.com, as well as <http://MarvelUltimateAlliance.com> where consumers can also join the fight for Pro-Registration or Anti-Registration with Civil War Online. Members of the media can visit Activision Publishing's Broadcast Media Center to download broadcast quality video and web-ready video and high-resolution images at <http://usngondemand.com/index.php>. Members of the media using Pathfire can take advantage of a Pathfire enabled video download.

About Marvel Entertainment, Inc.

Marvel Entertainment, Inc. 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.

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, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

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