



Marvel and Activision's X-Men: The Official Game Takes a Stand on Retail Shelves Nationwide

SANTA MONICA, Calif., May 16, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Inspired by Marvel Entertainment's legendary Super Hero franchise and serving as a prelude to the upcoming Twentieth Century Fox and Marvel Studios' feature film "X-Men: The Last Stand," Activision, Inc.'s (Nasdaq: ATVI) X-Men: The Official Game premieres today at retail outlets nationwide. The game catapults players into an original storyline that allows them to command the distinct powers of Wolverine, Nightcrawler and Iceman as they battle classic Brotherhood villains including Sabretooth, Lady Deathstrike and Multiple Man and traverse unique environments that showcase each character's abilities while embarking on an epic quest to save mutant-kind.

X-Men: The Official Game is the first Super Hero game for the Xbox(TM) 360 video game system from Microsoft and is available for a suggested retail price of \$59.99. The PlayStation(R)2 computer entertainment system, the Xbox(TM) video game system from Microsoft and the Nintendo(R) GameCube(TM) versions are available for a suggested retail price of \$39.99. The PC, Nintendo DS(TM) and Game Boy(R) Advance versions are available for a suggested retail price of \$29.99. The console and PC games have been rated "T" ("Teen" -- violence) and the handheld games have been rated "E-10+" ("Everyone 10 and older" -- fantasy violence) by the ESRB.

"In X-Men: The Official Game, players will experience the events leading up to the 'X-Men: The Last Stand' feature film," said Will Kassoy, vice president of global brand management, Activision, Inc. "Co-written by Zak Penn, the screenwriter of the film, and legendary comic book writer Chris Claremont, and featuring the voice talent of Hugh Jackman, Patrick Stewart, Shawn Ashmore and Alan Cumming, the game truly enables players to become a part of the X-Men movie universe."

For the first time, X-Men: The Official Game lets players truly experience the powers of three popular Super Heroes from the X-Men movie universe by allowing them to take on the roles of Wolverine, Nightcrawler and Iceman as they wield and upgrade their signature powers and maneuver through unique environments designed to showcase their Super Hero abilities. Assisted by other X-Men characters including Storm and Colossus, players will use an advanced control scheme to master and control the characters as they unleash Wolverine's combat rage, experience Nightcrawler's acrobatics and teleportation powers and glide through the air on Iceman's ice slide.

For more information on X-Men: The Official Game, please visit <http://www.x-mengame.com>.

BradyGames' X-Men: The Official Game Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at <http://www.bradygames.com>.

About Marvel Entertainment, Inc.

With a library of over 5,000 characters, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world. More information about Marvel can be found at www.marvel.com.

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 \$1.47 billion for the fiscal year ended March 31, 2006.

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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SOURCE Activision, Inc.

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