



## Activision's Spider-Man 3(TM) Video Game Unleashes the Power of the Black Suit into North American Retail Stores

SANTA MONICA, Calif., May 04, 2007 (BUSINESS WIRE) -- Even the noblest of Marvel's Super Heroes have a dark side - it's time to unleash yours in the Spider-Man 3(TM) video game from Activision, Inc. (Nasdaq: ATVI). Timed to the highly anticipated theatrical release of Sony Pictures Entertainment's Columbia Pictures and Marvel Studios' "Spider-Man 3," based on the famous Marvel characters, the game allows players to experience for the first time Spider-Man's mysterious black-suited persona, as well as heroic red suit while battling villains in a massive New York City playground teeming with activity.

"The Spider-Man 3(TM) video game gives fans the chance to relive their favorite scenes from the film, as well as new storylines brought to life by movie talents Tobey Maguire, Topher Grace, Thomas Haden Church, James Franco and J.K. Simmons," said Rob Kostich, vice president, global brand management, Activision, Inc. "Players will swing into action and choose to follow the film plot or new storylines, fight off crime waves, explore vast exterior and underground locations or battle super-villains while harnessing the power of the black suit."

Set in a large, dynamic, free-roaming New York City which includes over 20 miles of subterranean environments, Spider-Man 3 (TM) for the PLAYSTATION(R)3 computer entertainment system, Xbox 360(TM) video game and entertainment system from Microsoft and PC, gives players more freedom than ever before to choose their own gameplay experience through multiple movie-based, comic-based and original storylines, fully integrated city missions and performance rewards including improved speed, combat maneuvers and agility. Utilizing an all-new combat system, Spider-Man 3(TM) allows players to perform a huge variety of suit-specific attacks as they protect the city, complete challenges and defeat nemeses using expanded aerial and ground fighting, finishing moves and dynamic webbing during missions and epic boss battles which feature the villains from the movie as well as a host of legendary comic book foes.

Spider-Man 3(TM) on the Wii(TM) video game console and PlayStation(R)2 share the overarching storyline of the movie, feature an expansive free-roaming city, incorporate their own unique red-suited and black-suited Spider-Man combat and gang warfare mechanics, and deliver two exclusive storylines featuring the notorious Marvel villains, Shriek and Morbius. Additionally, Spider-Man 3(TM) on the Wii takes full advantage of the Wii Remote(TM) and Nunchuk(TM) controllers' capabilities allowing players to experience Spider-Man gameplay in an entirely different way. With a unique new way of web shooting and swinging through the city - the Wii Remote and Nunchuk become your webshooters.

Spider-Man 3(TM) for the Nintendo DS(TM) is set in a 3D side scrolling world and delivers complete touch screen handling, in which players must draw upon Spider-Man's vast array of moves, attacks and upgrades as they choose their path and embark on a wide variety of city-based missions and multiple movie-based and original story arcs. Additionally, Spider-Man 3(TM) for the Nintendo DS features local wireless multiplayer gameplay featuring with a variety of modes enabling awesome two-player head-to-head challenges like Brawler, Hot Potato, Target Practice, and Combo Challenge. Gameplay differs on the Game Boy (TM) Advance platform.

Partnering with Activision and Sony Entertainment on the launch of Spider-Man 3(TM), GameStop Corp. (NYSE: GME), the world's largest video game and entertainment software retailer, hosted the official game launch at Studio 450 in New York City on Thursday, May 3, 2007, allowing celebrities and guests to be among the first to experience the next chapter of the Spider-Man story through game clips, movie trailers and hands-on time with the PlayStation(R)3 version of the game. Video clips from the launch event can be viewed at [www.gamestop.com/spiderman3webweek](http://www.gamestop.com/spiderman3webweek). Additionally, GameStop held midnight launch events on May 4, 2007 at approximately 300 of its stores in the United States allowing consumers to get their copies of Spider-Man 3(TM) timed to the midnight release of the motion picture.

Spider-Man 3(TM) is available now for the Xbox 360(TM) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system for a suggested retail price of \$59.99, the Wii(TM) video game console for \$49.99, the PlayStation(R)2 computer entertainment system for \$39.99 and the Nintendo DS(TM), Game Boy(R) Advance and PC versions are \$29.99. The console and PC platform versions have been rated "T" ("Teen" - Animated Blood, Mild Language and Violence), the Nintendo DS(TM) version has been rated "E10+" ("Everyone 10+" - Animated Violence) and the Game Boy (R) Advance version has been rated "E10+" ("Everyone 10+" - Cartoon Violence) by the ESRB.

For more information on Spider-Man 3(TM), please visit [www.sm3thegame.com](http://www.sm3thegame.com).

Video footage for Spider-Man 3(TM), as well as comments from the movie actors regarding the game, are available at [www.thenewsmarket.com/activision](http://www.thenewsmarket.com/activision). Media can preview and request broadcast-standard video digitally or by tape at no cost from this site.

BradyGames' Spider-Man 3(TM) Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at [www.bradygames.com](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](http://www.marvel.com).

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 for the Columbia Pictures feature film "Spider-Man 3," as well as the Sony Pictures Television's animated series tentatively entitled "Spider-Man," all based on the Marvel characters.

About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP), based in Los Angeles and London, handles the merchandising and branding efforts for some of the most recognized properties in film and television and together with Marvel through Spider-Man Merchandising, L.P., the upcoming motion picture Spider-Man 3(TM). SPCP properties include such titles as the Academy Award-winning short, "The ChubbChubbs(TM)", currently in development as an animated series and feature film, television properties such as "Astro Boy(TM)", "Jackie Chan Adventures(TM)", and classic favorites such as "Bewitched" and "I Dream of Jeannie", both in development for feature films. SPCP is a division of Sony Pictures Entertainment (SPE), whose global operations encompass motion picture production and distribution, television programming and syndication, operation of studio facilities, development of new entertainment technologies and distribution of filmed entertainment in 67 countries.

About Spider-Man 3

Columbia Pictures' Spider-Man(TM) 3 reunites the cast and filmmakers from the first two blockbuster adventures for a web of vengeance, love, and forgiveness that will transport worldwide audiences to thrilling new heights on May 4, 2007.

In Spider-Man(TM) 3, based on the legendary Marvel Comics series, Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a Super Hero. But there is a storm brewing on the horizon. When his suit suddenly changes, turning jet-black and enhancing his powers, it transforms Peter as well. Under the influence of the suit, Peter's pride and overconfidence take hold and he begins to neglect the ones he cares about the most. As two of the most-feared villains yet, Sandman and Venom, gather unparalleled power and a thirst for retribution, Spider-Man's greatest battle is the one within himself - he will need to rediscover who he is and what makes him the hero people love.

Columbia Pictures Presents A Marvel Studios/Laura Ziskin Production Spider-Man(TM) 3 starring Tobey Maguire, Kirsten Dunst, James Franco, Thomas Haden Church, Topher Grace, Bryce Dallas Howard, James Cromwell, Rosemary Harris, and J.K. Simmons. The film is directed by Sam Raimi. The screenplay is by Sam Raimi & Ivan Raimi and Alvin Sargent and the screen story by Sam Raimi & Ivan Raimi and based on the Marvel Comic Book by Stan Lee and Steve Ditko. The producers are Laura Ziskin, Avi Arad, and Grant Curtis. The executive producers are Stan Lee, Kevin Feige, and Joseph M. Caracciolo.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About GameStop Corp.

Headquartered in Grapevine, TX, GameStop Corp. is the world's largest video game and entertainment software retailer. The company operates over 4,700 retail stores across the United States and in fourteen countries worldwide. The company also owns two e-commerce sites, GameStop.com and EBgames.com, and Game Informer(R) magazine, a leading multi-platform

video game publication. GameStop Corp. sells new and used video game software, hardware and accessories for next generation video game systems from Sony, Nintendo, and Microsoft. In addition, the company sells PC entertainment software, related accessories and other merchandise. General information on GameStop Corp. can be obtained at the company's corporate website: <http://www.gamestop.com/corporate>.

#### 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 \$1.47 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, the Netherlands 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](http://www.activision.com).

Cautionary Notes Regarding Forward-Looking Statements: 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, the findings of the special sub-committee, the effect of the special sub-committee's review and conclusions on, and other developments in, the informal inquiry opened by the SEC in July 2006 and the derivative litigation filed in July 2006 against certain current and former directors and officers of the company, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional actions by the SEC and/or other regulatory agencies, and direct and indirect expenses and diversion of management time resulting from or relating to the special sub-committee review and related regulatory proceedings and litigation, the company's ability to timely file required reports with the SEC, and the possibility that the company will be subject to delisting from The Nasdaq Stock Market due to its inability to timely file periodic reports under the Securities Exchange Act of 1934 or failure to satisfy other requirements for continued listing. 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, other litigation (unrelated to stock option granting practices), sales of the company's titles, shifts consumer spending trends, the seasonal and cyclical nature of the interactive game market, the company'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 the company's products, adoption rate 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, vendors and third-party developers, international economic and political conditions, natural disasters, integration of recently acquired subsidiaries, and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could cause actual future results to differ materially from current expectations are described in our filings with the SEC, including the company's most recent annual report on Form 10-K, quarterly report on Form 10-Q and current reports on Form 8-K. Readers of this press release are referred to such filings. The forward-looking statements in this press release are based upon information available to the company as of the date of the release, and the company assumes no obligations to update any such forward-looking statement. The company may change its intention, belief or expectation, at any time and without notice, based upon any changes in the enumerated factors or in the company's assumptions, or otherwise, and 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 the company's control and may cause our actual results to differ materially from our current expectations.

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SOURCE: Activision, Inc.

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