



Activision Publishing's *The Amazing Spider-Man*™ Video Game Swings Back to Manhattan and Into Retail Stores Nationwide

Activision and Marvel's Latest Spider-Man Video Game Brings Everyone's Favorite Web-Slinger Home to a Free-Roaming New York City

SANTA MONICA, Calif., June 26, 2012 /PRNewswire/ -- If your spider-senses are tinglin', it's because *The Amazing Spider-Man*™ video game has web-slung its way onto retail store shelves today in North America, and will be available in Europe on June 29th. From Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), and Marvel Entertainment, *The Amazing Spider-Man* video game serves as an epilogue story to this summer's upcoming blockbuster feature film, heralding Spidey's return to a free-roaming Manhattan as players take the role of a young Peter Parker discovering his newfound powers and Super Hero responsibilities. *The Amazing Spider-Man* video game is available on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, the Wii™ system from Nintendo, Nintendo 3DS™ and Nintendo DS™ handheld systems.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/56937-activision-marvel-the-amazing-spider-man-new-video-game>

(Photo: <http://photos.prnewswire.com/prnh/20120626/MM30405>)

"Dee Brown and his team at Beenox have completely revamped *The Amazing Spider-Man*'s proprietary game engine to deliver a fresh, innovative gameplay experience for the fans," said David Oxford, Executive Vice President and General Manager, Activision Publishing, Inc. "With the adrenaline rush from just swinging through the city and the new zoomed-in camera angle opening up a whole new perspective in realistic detail, *The Amazing Spider-Man* allows gamers to *BE* Spider-Man like never before."

Go beyond Sony Picture Entertainment's Columbia Pictures' feature film and find out what happens next in *The Amazing Spider-Man* video game. Set against an original story crafted by Hollywood writer Seamus Kevin Fahey (*Spartacus: Vengeance*, *Spartacus: Gods of the Arena*, *Battlestar Galactica*) that picks up immediately after the events of the movie, *The Amazing Spider-Man* video game delivers a brand-new, immersive and cinematic adventure allowing fans to truly harness the power of your friendly neighborhood Spider-Man. Players will experience numerous choices in navigation and combat with the debut of the innovative Web Rush gameplay mechanic, pushing Spider-Man's abilities to the limit against classic Marvel villains that are re-imagined exclusively for the game, such as Scorpion, Felicia Hardy, Rhino, Iguana and more.

"*The Amazing Spider-Man* video game is the ultimate fan tribute to Spider-Man and Manhattan," said Andreea Enache-Thune, SVP, Games & Digital Distribution, Marvel Entertainment. "We're thrilled with all of the content and collectibles Activision and Beenox have packed into the game's free-roaming Manhattan setting, and we can't wait for fans to web-swing around the city and start saving the world."

The Amazing Spider-Man video game also features fan-favorite talent, including *Evil Dead* and *Burn Notice*'s Bruce Campbell taking the role of an "extreme action" reporter who provides death-defying challenges that only Spider-Man can accomplish. And for fans that pre-ordered the game from Amazon, Stan Lee himself is available as a playable character for the first time ever.

Developed by Beenox for Xbox 360, PlayStation 3 system, Wii and Nintendo 3DS, *The Amazing Spider-Man* is rated "T" (Teen — content that may be suitable for ages 13 and older) by the ESRB. The Nintendo 3DS edition features several unique mini-games that use its touch-screen abilities, including the exclusive Vigilante Mode using StreetPass™. Additionally, Beenox is working on a Windows PC version of the game planned to launch August 10, 2012, which will be available on Steam and integrated with Steam achievements. The Nintendo DS version of the game was created by developer Other Ocean, is rated E10+ (Everyone 10 and older — content that may be suitable for ages 10 and older) by the ESRB, and follows the exact same storyline in an entirely different platforming adventure.

For more information on *The Amazing Spider-Man* video game, please go to <http://www.TheAmazingSpiderManGame.com>, and be sure to check out the game's Facebook page at <http://www.Facebook.com/TheAmazingSpiderManGame>.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly owned subsidiary of The Walt Disney Company, is one of the world's most prominent

character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. 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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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