

Guitar Hero® Catalog Expands With New Music From Rock 'n' Roll Icons Queen and Jimi Hendrix This Month

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SANTA MONICA, Calif., March 3, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Six Additional Tracks from Countries throughout Europe and the James Bond Theme Song Further Add to Guitar Hero World Tour's Downloadable Content Set List

This month, gamers will again be able to expand their virtual set lists with over a dozen new downloadable tracks for Activision Publishing, Inc.'s (Nasdaq: ATVI) Guitar Hero(R) World Tour. With over 37 million songs downloaded for the franchise to date, Guitar Hero(R) fans will soon be able to experience more awesome music - from the likes of English rock 'n' roll icons Queen, guitar legend Jimi Hendrix, a host of European superstars and more - which will join the more than 550 songs rocking the Guitar Hero catalog already.

On March 5th, Guitar Hero World Tour's global music library will continue to grow with three additional tracks from some of Europe's greatest bands. The third European Track Pack, which includes the hit song "Break It Out" by Italian pop punk band Vanilla Sky and "In the Shadows" by one of Finland's most successful bands, The Rasmus, will also contain "C'est Comme Ca" the top single from French pop rock duo Les Rita Mitsouko's 1986 album The No Comprendo.

As a follow-up to the third European Track Pack, rockers from the Netherlands, Germany and Spain will also be contributing to Guitar Hero World Tour's increasing catalog of downloadable content. On March 19th, the Dutch symphonic rock/metal band Within Temptation takes the virtual stage with "What Have You Done," the first single off their fourth studio album The Heart of Everything. Joining them are German punk band Die Toten Hosen, who made their debut appearance in Guitar Hero(R) III: Legends of Rock, playing an encore as part of the full band experience with their 1988 hit "Hier Kommt Alex" and Spanish rock band M-Clan with their classic song "Carolina."

Already appearing as an in game playable character; on March 19th, guitar savant and music legend Jimi Hendrix returns to Guitar Hero World Tour's stage once again with an extraordinary three song Track Pack that will set fans fingers ablaze as they strive to keep up with his intense guitar riffs and insane solos. The second Jimi Hendrix Track Pack features "Freedom" and "Angel," two hit singles off of his First Rays of the New Rising Sun album, and a one of a kind 1969 live from Woodstock recording of the timeless classic "Foxey Lady." Additionally, the songs from the first Jimi Hendrix Track Pack - "If 6 was 9," "Little Wing" and "Fire" - will also be available on March 19th as downloadable singles for Wii(TM).

Rock and Roll Hall of Fame inductees Queen, one of the greatest and most influential bands of all-time, take center stage on March 26th with downloadable content for Guitar Hero World Tour. The three song Queen Track Pack contains some of the band's most iconic tracks including the power ballad, "We Are The Champions," which has become one of the most common anthems celebrating the ultimate victory, as well as "Fat Bottomed Girls" from the 1978 album Jazz and "C-lebrity," from their 2008 album with Paul Rodgers, The Cosmos Rocks.

On March 26th, Bond aficionados and Guitar Hero rockers alike will have another reason to celebrate as Guitar Hero World Tour releases a new recording of the classic James Bond theme song as downloadable content.

The two European Track Packs, Jimi Hendrix Track Pack and Queen Track Pack will be available on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft for 440 Microsoft Points and on the PlayStation(R) Store for the PLAYSTATION(R)3 computer entertainment system for \$5.49. The songs in the two European Track Packs, Queen Track Pack plus the James Bond Track will be released as downloadable singles for Xbox 360 for 160 Microsoft Points, PLAYSTATION 3 system for \$1.99 and Wii(TM) for 200 Wii Points each. The Jimi Hendrix tracks will be available as downloadable singles for Wii for 200 Wii Points.

Guitar Hero World Tour transforms music gaming by expanding Guitar Hero's signature guitar gameplay into a cooperative band experience that combines the most advanced wireless controllers with new revolutionary online* and offline gameplay modes including Band Career and 8-player "Battle of the Bands," which allows two full bands to compete head-to-head online. The game features a slick newly redesigned guitar controller, drum kit controller and a wired microphone, as well as an innovative Music Studio music creator that lets players compose, record, edit and share their own rock 'n' roll anthems. Music creators are also able to share their recordings with their friends online through GHTunes(SM) where other gamers can download and play an endless supply of unique creations.

Guitar Hero World Tour is now available for Xbox 360, PLAYSTATION 3 computer entertainment system, the Wii home video game system from Nintendo and the PlayStation(R)2 computer entertainment system. The game is rated "T" for Teen by the ESRB. For more information on Guitar Hero World Tour, please visit <u>worldtour.guitarhero.com</u>.

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*Online gameplay is only available for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION (R)3 computer entertainment system and Wii(TM) and may require an additional subscription.

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