



Activision Announces Details on Downloadable Content for Guitar Hero II on the Xbox 360

Rockthusiasts to Download New Song Packs, Themes, and Gamer Pics

SUNNYVALE, Calif., April 11, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) today announced details surrounding downloadable content for Guitar Hero II(TM) on the Xbox 360(TM) video game and entertainment system from Microsoft. Through massive popular demand and feedback from the community message boards and forums, dedicated fans now have the opportunity to download nine songs from the original Guitar Hero(TM) through Xbox Live Marketplace(R) beginning today.

Fresh new songs and other exciting content will be available on a monthly basis, and the initial downloads will include favorite finger-numbing tracks such as:

Guitar Hero - Track Pack 1

- * Bark at the Moon (as made famous by Ozzy Osbourne)
- * Hey You (as made famous by The Exies)
- * Ace of Spades (as made famous by Motorhead)

Guitar Hero - Track Pack 2

- * Killer Queen (as made famous by Queen)
- * Take It Off (as made famous by The Donnas)
- * Frankenstein (as made famous by The Edger Winter Group)

Guitar Hero - Track Pack 3

- * Higher Ground (as made famous by Red Hot Chili Peppers)
- * Infected (as made famous by Bad Religion)
- * Stellar (as made famous by Incubus)

With all the tracks upgraded to the Guitar Hero II feature set, including co-op gameplay with lead, rhythm and bass guitar options, the songs will be available to download in packs of three, for 500 points per pack. In addition, fans will be able to assume the identity of their favorite Guitar Heroes with exclusive theme packs available for 150 points, and gamer pics for 100 points, respectively.

Tim Riley, worldwide executive of music, Activision, Inc. said, "We're excited to offer downloadable content through Xbox Live Marketplace and have been working closely with the top record labels, music publishers and bands to provide the hottest tracks available to our fans." Riley continued, "We're constantly trying to find innovative ways to align our games with the best music possible, and for the first time ever, a game publisher will be offering fans the chance to download music and play it in a game. In addition to driving a new revenue stream for artists, we believe that this type of content will drive increased music sales and allow us to break new artists simultaneously with the record labels, while offering our dedicated fans the opportunity to experience the thrill of being a rockstar."

Featuring a fresh and expanded set list of more than 70 finger-melting fret burners, including 10 exclusive tracks for the Xbox 360, Guitar Hero II turns it up with a variety of deafening rock venues, HD remodeled characters, unlockable guitars, and different gameplay modes.

Guitar Hero II, published by RedOctane(R), is rated T for Teen by the ESRB and is now available through RedOctane's online store: www.redoctane.com/store.html.

For more information about Guitar Hero II, please visit the dedicated community site: www.guitarherogame.com.

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, Sweden, 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.

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, changes in consumer preferences related to music-based games, 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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