



Grammy Award-Winning Guitarist Tom Morello to Appear in Guitar Hero(TM) III: Legends of Rock

SANTA MONICA, Calif., Sep 06, 2007 (BUSINESS WIRE) --

Activision, Inc. (Nasdaq:ATVI) today announced that Grammy(R) Award-winning guitarist Tom Morello, from Rage Against the Machine, Audioslave and the Nightwatchman, will guest star as a boss character in Guitar Hero III: Legends of Rock, providing guitar heroes the chance to shred with the music icon. Morello was listed as #26 on Rolling Stone magazine's list of the "100 Greatest Guitarists of All Time."

"Whenever I play Guitar Hero my opponent always kicks my ass on my own riffs. It's embarrassing," said Morello. "Now that I'm actually IN the game I hope the digital me will win once in awhile!"

"We are thrilled to have two guitar icons of our generation on board to be bosses in Guitar Hero III: Legends of Rock," said Tim Riley, worldwide executive of music. "Both Morello and Slash went into the studio and created mind-blowing original recordings designed to be challenging for even the expert players."

Guitar Hero III: Legends of Rock boss battles give fans a chance to compete against legendary guitarists such as Slash and now Tom Morello. Players are required to deplete the boss' Rock Meter before the boss goes into their Death Drain solo, which always means 'lights-out.' After defeating a boss, players unlock that guitarist as a playable character and continue to the encore for the set list, which is a master recording of one of their respective bands' most well-known tracks. When Morello is defeated, the next performance is "Bulls on Parade," during which Morello performs on stage alongside the player.

"Bulls on Parade" features one of Morello's most famous guitar riffs and a highly unusual solo that sounds more like a turntable than a guitar by making use of the toggle switch and rubbing his hand along the strings parallel to the neck of the guitar. Now, fans have the chance to emulate some of Morello's extremely innovative guitar playing antics.

Guitar Hero III: Legends of Rock, published by RedOctane(R) and developed by Neversoft, is rated T for Teen by the ESRB and will be available starting October 28, 2007.

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 \$1.5 billion for the fiscal year ended March 31, 2007.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan 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.

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Activision's stock option granting practices, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies, other litigation (unrelated to stock option granting practices), and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. 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 our control and may cause actual results to differ materially from our current expectations.

SOURCE: RedOctane

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