

## DJ Hero® 2 Heats Things Up With Trio of Downloadable Tracks Featuring Electronic Music Act Pendulum

"Watercolour," "Set Me On Fire" and "Salt In The Wounds" - All Tracks From The Band's New Album, Immersion - Available Now

SANTA MONICA, Calif., Feb. 15, 2011 /PRNewswire/ -- It may be cold outside, but budding beat chemists, singing sensations and all their friends can heat up their decks with three exclusive additions to *DJ Hero*® 2's award-winning mix list, <u>Activision Publishing. Inc.</u> (Nasdaq: ATVI) today announced. While Australian electronic music act Pendulum is on tour with Linkin Park, gamers will be able to experience hits off their newest chart-topping album, *Immersion*, in an all-new way. Virtual DJs can spin, scratch and sing to the best soundtrack in entertainment with three new tracks:

## Pendulum Mix Pack (available now):

- "Watercolour"
- "Set Me On Fire"
- "Salt In The Wounds"

The Pendulum Mix Pack will be available on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft for 640 Microsoft Points and on the PlayStation®Store for PlayStation®3 computer entertainment system for \$7.99. All tracks will be released as downloadable singles for Wii™ for 300 Wii Points™.

## About DJ Hero 2

The ultimate mixer of music and friends, *DJ Hero* 2 delivers the definitive way for players to come together and party with a host of new multiplayer modes — including DJ Battles that pit DJ against DJ in mixes produced specifically for battle gameplay — and invite vocalists into the spotlight with integrated on-screen singing and rapping of lyrics and rhymes while bringing the party to life with jump-in/jump-out Party Play gameplay. Featuring the biggest dance, pop and hip-hop hits by the hottest artists everyone knows and loves remixed by world-class DJ's in an all-new way, the game's soundtrack delivers 83 unique creations only available in *DJ Hero* 2. Further immersing players into the music, the game offers a heightened level of creative input and allows everyone to add their own touch, directly impacting the beats they're spinning with freestyle scratching, crossfading and sampling. The game will also feature an all-new career-based Empire Mode where players start out as an up-and-coming DJ on the road to becoming the head of a major entertainment empire, all of which is founded solely on their success as a DJ.

Available now, **DJ Hero 2** invites a wave of new digital disc jockeys to the turntables as the game is available as a Party Bundle which includes a copy of the game, two turntable controllers and a microphone, offering the ultimate "party-in-a-box." Gamers who experienced **DJ Hero®**, the #1 new videogame intellectual property of 2009, can pick up **DJ Hero 2** as a Turntable Bundle featuring one turntable controller and a copy of the game or as standalone software. The game was developed by FreeStyleGames for Xbox 360, PLAYSTATION 3 and Wii. The game is rated "T" (Teen — Mild Suggestive Themes, Lyrics) by the ESRB. For more information about **DJ Hero 2**, please visit <a href="www.djhero.com">www.djhero.com</a>, <a href="www.djhero.com">www.facebook.com/djhero</a> and <a href="www.twitter.com/djhero">www.twitter.com/djhero</a>.

## **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, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, <a href="www.activision.com">www.activision.com</a>.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan,"

"positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

DJ Hero and Activision are registered trademarks of Activision Publishing, Inc. All rights reserved.

"PlayStation" is a registered trademark of Sony Computer Entertainment America Inc. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies. Wii is a trademark of Nintendo. All rights reserved.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media