



## **Guitar Hero(R) Franchise Surpasses \$1 Billion in North America in Record 26 Months, According to the NPD Group**

### **Calendar Year North American Retail Sales for Guitar Hero(R) III: Legends of Rock(TM) Set New Industry Record**

SANTA MONICA, Calif., Jan 21, 2008 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) today announced that the Guitar Hero (R) franchise has set an industry record, surpassing \$1 billion in North American retail sales in just 26 months, according to The NPD Group.

Additionally, Guitar Hero(R) III: Legends of Rock(TM) was the #1 title in units and dollars for calendar year 2007, making it the #1 best-selling video game of all time in a single calendar year.

Since its initial release in fall 2005, the Guitar Hero franchise has sold in excess of 14 million units in North America alone, according to The NPD Group. In 10 weeks since the game's launch, consumers have already downloaded more than five million songs.

"Guitar Hero is one of the biggest brands and one of the most powerful distribution platforms in all of entertainment today," said Michael Griffith, President and Chief Executive Officer, Activision Publishing, Inc. "Guitar Hero's popularity with broad audiences is a confirmation that video games have become a true mass medium."

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, Sweden, 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](http://www.activision.com).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options and foreign exchange rate changes. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to 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: Activision, Inc.

Activision, Inc.  
Maryanne Lataif, VP, Corporate Communications  
310-255-2704  
[mlataif@activision.com](mailto:mlataif@activision.com)

Copyright Business Wire 2008

News Provided by COMTEX