



Multi-Platinum Alternative Rockers Coldplay Debut New Single as Part of Downloadable Songpack for Guitar Hero(R) III: Legends of Rock

SANTA MONICA, Calif., Jun 13, 2008 (BUSINESS WIRE) -- The reflective and emotional chords of multi-award winning band Coldplay are making their debut on Activision, Inc.'s (Nasdaq:ATVI) Guitar Hero(R) III: Legends of Rock with the release of a three-track downloadable song pack.

Included in the song pack is the hit single "Violet Hill," from the band's highly anticipated new album, Viva la Vida, which is set for release on June 17, 2008. The pack also features Coldplay's first smash hit "Yellow" that earned them a legion of fans worldwide, as well as the upbeat and melodic tune "God Put a Smile Upon Your Face" from the Grammy(R) Award-winning album, A Rush of Blood to the Head. The Coldplay track pack will be available on June 19, 2008 for download on Xbox LIVE(R) Marketplace for Xbox 360(R) video game and entertainment system from Microsoft and in the PLAYSTATION(R)Store for the PLAYSTATION(R)3 computer entertainment system.

Guitar Hero III: Legends of Rock offers the ultimate rock experience with new wireless guitars, freshly added content and features including a multiplayer action-inspired battle mode, grueling boss battles, a host of exclusive unlockable content and visually stunning rock venues. Expanded online multiplayer modes allow axe-shredders worldwide to compete head-to-head for true rock status as they riff through a star-studded soundtrack including master tracks by legendary artists such as Aerosmith, Guns 'N' Roses, The Rolling Stones, Beastie Boys, Rage Against the Machine and Pearl Jam, as well as original songs by guitar icons Slash and Tom Morello. Guitar Hero III: Legends of Rock is now available and is rated "T" for Teen by the ESRB. For more information visit www.guitarhero.com.

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 \$2.9 billion for the fiscal year ended March 31, 2008.

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 website, 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 "outlook", "will," "remains," "to be," "plans," "believes", "may", "expects," "intends," and similar expressions. 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, but are not limited to, sales of Activision's titles in its fiscal year 2009, 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, domestic and international economic, financial and political conditions, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, the timing and successful completion of the combination of Activision and Vivendi Games, the combined company's success in integrating the operations of Activision and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated. Other such factors include 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 historical stock option granting practices by Activision and its board of directors, the finalization of the tentative settlement of the SEC's formal investigation and final court approval of the proposed settlement of 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, and the possibility that additional claims and proceedings will be commenced, including additional action by the SEC and/or other regulatory agencies, and other litigation unrelated to stock option granting practices and any additional risk factors identified in Activision's most recent annual report on Form 10-K and quarterly reports on Form 10-Q and the definitive proxy statement filed on June 6, 2008 in connection with the proposed transaction with Vivendi. 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 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 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.

Guitar Hero(R) III: Legends of Rock (C) 2007 Activision Publishing, Inc. Guitar Hero and Activision are registered trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners. All rights reserved. "PlayStation", "PLAYSTATION" and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. Used with Permission. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies.

SOURCE: Activision, Inc.

Activision/RedOctane
Sean Maggard, 310-255-2132
smaggard@redoctane.com

Copyright Business Wire 2008

News Provided by COMTEX