



## Guitar Hero® Now Available on App Store

### Legendary Easy-to-Play / Challenging-to-Master Guitar Hero Gameplay Enjoyed By Millions Debuts for the iPhone(R) and iPod Touch(R)

SANTA MONICA, Calif., June 7, 2010 /PRNewswire via COMTEX News Network/ -- Having transformed the way over 40 million people across the globe experience music, the biggest music videogame franchise ever created, **Guitar Hero(R)**, is now available for the first time on iPhone(TM) and iPod(R) Touch, [Activision Publishing, Inc.](#) (Nasdaq: ATVI) announced today. Created by *Guitar Hero* veteran developer, Vicarious Visions, Inc., and based on the easy-to-play / challenging-to-master mechanics, the new game features all-new, addictive gameplay exclusively designed for the iPhone and iPod Touch that will keep players rocking out as they strum, tap, slide and whammy to the hottest tracks from the bands they know and love such as Queen, Rise Against, The Rolling Stones, Vampire Weekend, Weezer and The White Stripes.

Built exclusively from the ground up for the iPhone and iPod Touch, the *Guitar Hero* app takes full advantage of the platforms' functionality and features a robust avatar customization mode that lets players personalize their game; built-in social integration so gamers can share their scores with their friends on Facebook, check leaderboards and get updates through in-game news feeds; innovative new mechanics that challenge fans to tap, strum and whammy their way to the top of the Rock Ranks; and the ability to download new tracks from an in-game music store; wannabe rock stars will be shredding on guitar or ripping it up on bass whenever, wherever they want.

"With **Guitar Hero** for the iPhone and iPod Touch, we are once again leveraging our leadership position in the music/rhythm videogame space to deliver an all-new *Guitar Hero* experience that millions of people around the world can enjoy anytime, anywhere," said David Haddad, Chief Operating Officer for *Guitar Hero*. "From our headliner set list in the base app and forthcoming song packs to the innovative new social integration and guitar shredding gameplay mechanics, **Guitar Hero** will let players experience and interact with music in all-new ways."

The **Guitar Hero** base app will feature the following tracks:

- Queen - "We Are The Champions"
- Rise Against - "Savior"
- The Rolling Stones - "Paint It Black"
- Vampire Weekend - "Cousins"
- Weezer - "Say It Ain't So"
- The White Stripes - "Seven Nation Army"

Six additional song packs, featuring three songs each, will also be available at launch.

Song Pack featuring The Faint, Minus the Bear and Silversun Pickups:

- The Faint - "The Geeks Were Right"
- Minus the Bear - "Secret Country"
- Silversun Pickups - "Substitution"

Song Pack featuring Band of Skulls, Obits and The White Stripes:

- Band of Skulls - "Death By Diamonds And Pearls"
- Obits - "Two-Headed Coin"
- The White Stripes - "Blue Orchid"

Song Pack featuring Darkest Hour, The Dillinger Escape Plan and Protest the Hero:

- Darkest Hour - "The Tides"
- The Dillinger Escape Plan - "Farewell, Mona Lisa"
- Protest the Hero - "Limb From Limb"

Song Pack featuring A Day to Remember, AFI and Breaking Benjamin:

- A Day to Remember - "I'm Made Of Wax, Larry, What Are You Made Of?"
- AFI - "Medicate"
- Breaking Benjamin - "Diary of Jane"

Song Pack featuring Vampire Weekend

- "A-Punk"
- "Giving Up The Gun"
- "Holiday"

Song Pack featuring Queen

- "Another One Bites The Dust"
- "Fat Bottomed Girls"
- "Killer Queen"

**Guitar Hero** for the iPhone and iPod Touch is available for \$2.99 from the App Store at <http://itunes.apple.com/app/id374801345>. Song packs are only available through the **Guitar Hero** app and cost \$1.99 each. For more information about **Guitar Hero** for the iPhone and iPod Touch, please visit [GuitarHero.com](http://GuitarHero.com).

### **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, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

**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, competition from the used game market, adoption rate and availability of new hardware (including peripherals) and related software, industry competition and competition from other forms of entertainment, rapid changes in technology, industry standards and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, litigation against Activision Publishing, 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 which 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 the other factors identified in the risk factors section 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.

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.

Facebook(R) is a registered trademark of Facebook Inc.

SOURCE Activision Publishing, Inc.

