



Guitar Hero(TM) III: Legends of Rock Demo to Debut on Tony Hawk's Proving Ground

Gamers to Get Their First Licks in with the Purchase of the Latest Installment in the #1 Action Sports Franchise

SANTA MONICA, Calif., Aug 23, 2007 (BUSINESS WIRE) --

Guitar Hero fanatics prepare to get the first fix of the upcoming Guitar Hero III: Legends of Rock video game demo with the launch of Activision, Inc.'s (Nasdaq:ATVI) Tony Hawk's Proving Ground, slated to ship to stores on October 9. Players who purchase the Tony Hawk's Proving Ground game for the Xbox 360(TM) video game and entertainment system from Microsoft will get an exclusive two week head start on experiencing the demo to this year's hottest music based video game before its release on Xbox LIVE(R) Marketplace.

"Music is such a huge part of skateboarding culture and pairing the Guitar Hero III: Legends of Rock demo with Tony Hawk's Proving Ground makes perfect sense," said Dusty Welch, head of publishing at RedOctane. "We're excited to bring together two highly anticipated games and give fans their first chance to rock out with the franchise that's taken the world by storm."

The demo features five tracks set in the Desert Rock Tour venue. Players will be able to rock out to:

- Lay Down (by Priestess)
- Even Flow (by Pearl Jam)
- The Metal (by Tenacious D)
- Hit Me with your Best Shot (as made famous by Pat Benatar)
- Rock You like a Hurricane (as made famous by Scorpions)

Both titles are in development by Activision's award-winning studio, Neversoft.

Tony Hawk's Proving Ground features deeper customization than ever before, including a Video Editor with full-featured editing tools and visual effects for creating "epic skate videos," and a fully customizable online Skate Lounge where players can skate with friends in the ultimate pad. In addition, players will have the freedom to skate from single player to online seamlessly, as well as the ability to utilize new gameplay mechanics such as Nail the Manual and Nail the Grab, and the ability to modify the environment on the fly, as they enjoy the most expansive skating experience ever. Tony Hawk's Proving Ground is scheduled for release October 9, and is rated "T" (Teen) by the ESRB. For more information visit <http://www.thpgonline.com/>.

Guitar Hero III: Legends of Rock lets gamers fire up the fretboard, crank up the amp and get ready to rock like never before. Guitar Hero III: Legends of Rock drops players into the spotlight of the largest and most legendary rock concert ever. The star-studded soundtrack includes master tracks by such legendary artists as Guns N' Roses, Metallica, The Rolling Stones, Beastie Boys, and Pearl Jam, with added songs as made legendary by Kiss, Alice Cooper and Heart. Now drop that air guitar and shred the night away with Guitar Hero III: Legends of Rock. Available in late October, Guitar Hero III: Legends of Rock is rated "T" (Teen) by the ESRB. For more information visit <http://www.guitarhero.com/>.

About Tony Hawk, Inc.

Tony Hawk, Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, the company is organized into five segments: Merchandising, Events, Endorsements, Film and Digital Media. These lifestyle sports include skateboarding, BMX, Motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboard hard goods, lifestyle apparel, toys, publications and more.

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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