



RedOctane(R) Partners with Music Companies for Guitar Hero II(TM) In-Game Partners

Rock 'n Roll Videogame to Feature a Multitude of Real Life Music Companies

SUNNYVALE, Calif., Nov 02, 2006 (BUSINESS WIRE) -- RedOctane(R), a leading rhythm-action videogame publisher, and a wholly owned subsidiary of Activision, Inc. (Nasdaq:ATVI), today announced their in-game partners for the highly anticipated rock 'n roll title Guitar Hero II(TM). In this sequel to the critically-acclaimed Guitar Hero, partner products are featured in gameplay as players rawk out to over 64 songs, visit more rock venues, and jam with more guitar choices than ever before.

"The product placement within Guitar Hero II is designed to add an extra element of realism for gamers," said Dusty Welch, head of publishing, RedOctane. "Players are deeply immersed into the rock star culture, utilizing the authentic tools of musicians worldwide including an extensive array of amps, strings, pedals, cymbals, music stores and venues."

Guitar Hero II in-game partners include BOSS Effectors, DW Drums, Eden Bass Amplication, EMG, Epiphone, Ernie Ball Strings, Gibson Guitar, Guitar Center, Hofner, Kramer, Krank, Line 6, Mesa Boogie, MusicMan Basses, Orange, Randall Amplifiers, Roland, Vans(R) and the Vans Warped Tour(R), VHT, and Zildjian.

"We are very excited to be part of Guitar Hero II this fall," said Henry Juskiewicz, Chairman and CEO of Gibson Guitar. "As the leader in innovation in the musical instrument industry we take great pride in partnering with such an enormously talented and aggressive group as those at RedOctane and Activision. We look forward to many more years of success and entertainment for our many fans."

Guitar Hero II, the sequel to the game that has inspired a nation of wannabe rock stars to achieve videogame greatness, will be available for the PlayStation(R)2 computer entertainment system on November 7, 2006. For more information about Guitar Hero II, please visit www.guitarherogame.com.

About RedOctane

RedOctane, Inc. is a publisher and developer of interactive entertainment software, hardware and accessories. The company offers its interactive entertainment products in versions that operate on the PlayStation(R)2 computer entertainment system console from Sony Computer Entertainment, Xbox(TM) video game system from Microsoft, and on personal computers ("PC"). RedOctane's leading software product offerings include Guitar Hero(TM) for the PlayStation 2. RedOctane also designs, manufactures, and markets high quality video game peripherals and accessories and has won awards for the Ignition(R) Dance Pad and the Guitar Hero SG(R) Controller. Headquartered in Sunnyvale, California, RedOctane is a wholly-owned subsidiary of Activision, Inc (Nasdaq:ATVI). More information about RedOctane and its products can be found on the company's website, which is located at www.redoctane.com.

The statements made in this press release that are not historical facts are "forward-looking statements". These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, changes in consumer preferences related to music-based games, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

Guitar Hero II (C) 2006 RedOctane, Inc. Guitar Hero is a trademark and RedOctane is a registered trademark of RedOctane, Inc. and Activision is a registered trademark of Activision Publishing, Inc. All rights reserved. Game code (C) 2005-2006 Harmonix Music Systems, Inc. Developed by Harmonix Music Systems. Gibson(R), S.G.(R), and the overall shapes of the SG controller and the guitars are trademarks of Gibson Guitar Corp. under license by RedOctane, Inc. "PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. All other trademarks and trade names are the

properties of their respective owners.

SOURCE: RedOctane, Inc.

RedOctane, Inc. (For Gaming Media Inquiries)

Tracie Snitker, 209-586-1495 x 104

tsnitker@redoctane.com

Bryan Lam, 408-481-9121 x 143

blam@redoctane.com

or

Bender Helper Impact (For Consumer Media Inquiries)

Lilit Baron, 310-694-3102

Lilit_Baron@bhimpact.com

Copyright Business Wire 2006

News Provided by COMTEX