



Aerosmith Launches New Guitar Hero(R): Aerosmith(R) Videogame Consumers Swarm Times Square to be the First to Play

Jun 25, 2008 (BUSINESS WIRE) -- Activision, Inc.:

WHAT: One of America's greatest rock bands of all time - Aerosmith - will unleash the latest Guitar Hero fan frenzy in Times Square during the launch of their first videogame, Guitar Hero(R): Aerosmith(R). Steven Tyler, Joe Perry, Brad Whitford, Tom Hamilton and Joey Kramer will unveil the game at a press conference and VIP celebration at the Hard Rock Cafe.

Hard Rock Cafe will also be transformed into a Best Buy home theater/videogame lounge where consumers will be among the first to play the game on PLAYSTATION(R)3 before it hits store shelves on June 29.

WHERE: Hard Rock, Times Square - Guitar Hero: Aerosmith Video Game Experience and Aerosmith Press Conference

WHEN: Friday, June 27, 2008
4:00pm
-- 2:30pm - Media check-in for Press Conference Open
-- 4:00pm - Aerosmith Press Conference
-- 4:30pm - VIP Launch Party

VISUALS: -- Aerosmith band members speaking on stage
-- Guitar Hero: Aerosmith videogame demonstrations
-- Simultaneous screening of press conference on NASDAQ/Reuters screens above Times Square

VIDEOGAME

OVERVIEW: Rock out to Aerosmith's greatest hits and experience American rock royalty's GRAMMY(R) award winning career with Guitar Hero: Aerosmith. The collaboration offers consumers an unprecedented level of access to Aerosmith's music catalog and an unbeatable soundtrack, with every Aerosmith song being a master recording. Guitar Hero: Aerosmith is available on June 29 nationwide for Xbox 360, PlayStation2, PLAYSTATION3, and Nintendo Wii.

-- Sound decks available
-- Broadcast quality footage is available for download on <http://www.Activision.com> starting Friday, June 27 at 4:00 pm PT

FEED DATE: FRIDAY, JUNE 27TH, 2008
FEED TIME: 10:00 - 10:30 AM ET (FED IN ROTATION)
FEED TIME: 1:00 - 1:30 PM ET (FED IN ROTATION)
COORDINATES: C-BAND: GAL 25 (formerly IA 5) /TRANSPONDER 19 /
AUDIO 6.2 & 6.8 / DOWNLINK: 4080 (V)

FEED TIME: 3:00 - 3:15 PM ET (DEDICATED)
COORDINATES: C-BAND: AMC 3 /TRANSPONDER 3 /

AUDIO 6.2 & 6.8 / DOWNLINK: 3760 (H)

Feed includes footage Highlights from Aerosmith news conference at Times Square launch event and people playing the game for the first time

FEED TIME: 11:00 - 11:15 PM ET (DEDICATED)
COORDINATES: C-BAND: AMC 3 /TRANSPONDER 3 /
AUDIO 6.2 & 6.8 / DOWNLINK: 3760 (H)

Feed includes footage Highlights from Aerosmith news conference at Times Square launch event and people playing the game for the first time

FEED DATE: SATURDAY, JUNE 28TH, 2008
FEED TIME: 10:00- 10:15 AM ET (DEDICATED)
COORDINATES: C-BAND: AMC 3 /TRANSPONDER 3 /
AUDIO 6.2 & 6.8 / DOWNLINK: 3760 (H)

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