



## **Guitar Hero(R): On Tour Explodes onto Nintendo DS This Summer**

### **New Game Introduces Revolutionary Guitar Hero(TM) Guitar Grip(TM) Peripheral for Anytime, Anywhere Guitar Hero(R) Gameplay**

SANTA MONICA, Calif., Mar 20, 2008 (BUSINESS WIRE) -- For the first time, handheld gamers will have the freedom to unleash their inner rock star anywhere, anytime with Activision, Inc.'s (Nasdaq: ATVI) upcoming Guitar Hero(R): On Tour for Nintendo DS(TM). The game will deliver a unique Guitar Hero(R) experience by challenging handheld gamers to rock out and prove their shredding skills on the most diverse set list of master tracks ever offered in a Guitar Hero game, including classic rock, alternative and pop favorites such as Nirvana, OK Go and No Doubt.

The game will be packaged with a revolutionary Guitar Hero(TM) Guitar Grip(TM) peripheral that fits snugly into the DS and a unique Guitar Hero pick-stylus that brings a new dimension to handheld gaming and the core gameplay that defines Guitar Hero. Guitar Hero: On Tour has been designed specifically for the DS platform and will offer the DS audience an all-new compelling music experience.

"We are continuing to introduce new and exciting ways to bring music to audiences with Guitar Hero," said Dusty Welch, head of publishing for Activision/RedOctane. "The Guitar Hero Guitar Grip redefines how games can be played on handheld systems and the integration of the microphone and touch screen gameplay on the DS, further illustrates Guitar Hero's leadership in delivering the most unique and creative quality hardware and software on the market."

"We're designing Guitar Hero: On Tour from the ground up to take full advantage of the DS platform by integrating signature gameplay with fresh new content and DS specific features," said Karthik Bala, CEO of Vicarious Visions. "We've taken all of our learnings on the DS platform to date and pushed it to the limits to create a truly innovative Guitar Hero experience."

Guitar Hero: On Tour continues to build on the franchise's signature easy-to-play, yet difficult to master addictive gameplay, and now lets players take their experience on the road wherever they go. Players use the Guitar Hero pick-stylus on the touch screen to strum their favorite tunes and create their rock 'n' roll legacy in career mode.

Fans can also join together to play co-op mode using a local wireless network, or battle each other in a Guitar Duel using new Battle Items unique to the DS platform. For example, players must blow into the microphone to extinguish a pyrotechnics effects gone wrong, or use the touch screen to autograph a crazed fan's shirt in the middle of their set.

Featuring five unlockable new venues, the game lets players personalize their experience by choosing the color of their axe of choice, selecting to play as one of six characters - two of which are all new and exclusive to Guitar Hero: On Tour - and outfitting their guitarist in numerous styles.

Guitar Hero: On Tour is being developed by Vicarious Visions for the Nintendo DS. The game is rated "E 10+" (Everyone 10 and older) by the ESRB and is scheduled for release this summer. For more information, visit [www.guitarheroontour.com](http://www.guitarheroontour.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 \$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, Sweden, 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](http://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. Activision 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 help identify forward-looking statements. 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, 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, international economic and political conditions, integration of recent acquisitions and the identification of suitable future acquisition opportunities the timing and successful completion of the combination of Vivendi Games with Activision, the combined companies' success in executing planned strategies and achieving assumed synergies and cost savings, and foreign exchange rate changes. Other such factors include additional risk factors identified in Activision's most recent annual report on Form 10-K and subsequent quarterly reports on Form 10-Q. 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 future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

Guitar Hero(R): On Tour (C) 2008 Activision Publishing, Inc. Guitar Hero, Activision and RedOctane are registered trademarks of Activision Publishing, Inc.

Nintendo and Nintendo DS are trademarks of Nintendo.

SOURCE: Activision, Inc.

RedOctane  
Jordan Dodge, 650-930-1258  
[jdodge@redoctane.com](mailto:jdodge@redoctane.com)

Copyright Business Wire 2008

News Provided by COMTEX