

Guitar Hero[®] 5 and Band Hero[™] Kick Off Summer With a Collection of Fresh Additions to the Guitar Hero[®] Music Library

Gamers to Celebrate the Big Soccer Match with Free National Anthems

SANTA MONICA, Calif., May 26, 2010 /PRNewswire via COMTEX News Network/ -- Summer is here and it's time for budding musicians to drop their school bags, pick up their axes, drum sticks and microphones and rock out to 18 hot new tracks for <u>Activision Publishing, Inc.</u>'s (Nasdaq: ATVI) *Guitar Hero(R) 5* and *Band Hero(TM)*. Featuring new music from Grammy(R) Award winners the Stone Temple Pilots, a host of exclusive soccer themed shredders from Steve Ouimette, a trio of anthems from the rock legend Alice Cooper and the downloadable content debut from pop punk act All Time Low, the *Guitar Hero(R)* music library continues to provide music lovers and rhythm gamers with hours of nonstop entertainment.

Fresh off the release of their new self titled album, the Stone Temple Pilots are bringing their blend of modern alternative rock and hard rock to the *Guitar Hero* music library on June 1. The track pack, which will feature "Between The Lines," their first single off *Stone Temple Pilots,* "Plush" and "Sex Type Thing," two of the bands biggest hits off their platinum debut album, *Core,* is sure to satisfy Stone Temple Pilots and *Guitar Hero* fans alike.

To celebrate the kick off of the big soccer match, the most widely viewed sporting event in the world, Steve Ouimette returns to the *Guitar Hero* stage with a collection of rock-inspired national anthems recorded exclusively for the Guitar Hero music library. Beginning June 8, gamers can download the exclusive National Anthem Track Pack for free on the Xbox 360(R) video game and entertainment system from Microsoft and the PlayStation(R)3 computer entertainment system. The track pack includes "God Save the Queen (GH Version)," "II Canto degli Italiani (GH Version)," "La Marseillaise (GH version)," "Lied der Deutschen (GH version)," "Marcha Real (GH version)" and "The Star-Spangled Banner (GH version)."

School's out and it's time to celebrate the arrival of summer with one of the greatest rock artists ever, Alice Cooper. Known for both his grand theatrical performances and eclectic music that spans multiple genres of rock and metal, the *Guitar Hero* music library is proud to deliver an incredible three song track pack featuring some of his biggest hits. On June 15, fans can enjoy the Alice Cooper Track Pack which features "I'm Eighteen," off his first major label release album, *Love It to Death*, "School's Out," the 1972 hit single off his fifth album and "Welcome To My Nightmare," the title track off his eighth studio album.

Making their *Guitar Hero* debut this June with a three song track pack featuring their catchy tunes and lyrics is pop punk band All Time Low. The All Time Low Track Pack, which is comprised of "Dear Maria, Count Me In," off their second studio album, So *Wrong, It's Right*, "Weightless," from their third and highest charting album, *Nothing Personal*, and "Damned If I Do Ya (Damned If I Don't) (Live)" will be available on June 22.

The Stone Temple Pilots, Alice Cooper, and All Time Low track packs will be available on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft for 440 Microsoft Points, on the PlayStation(R)Store for PlayStation(R)3 computer entertainment system for \$5.49 and for Wii(TM) for 550 Wii Points(TM). All songs in each track pack will also be released as downloadable singles for the Xbox 360(R) video game and entertainment system from Microsoft for 160 Microsoft Points, PlayStation 3 system for \$1.99 and Wii for 200 Wii Points each. The National Anthems track pack will be available on Xbox 360 and PlayStation 3 system for free. In addition to the in-game music store and Xbox LIVE Marketplace for Xbox 360, Xbox 360 owners can expand their *Guitar Hero* music library using the *Guitar Hero* VIP Pass Music Store, available exclusively on Xbox LIVE(R) online entertainment network.

For more information about *Guitar Hero 5, Band Hero* and their entire line-up of downloadable songs and disc imports, please visit <u>www.guitarhero.com</u>.

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.

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 and Band Hero is a trademark of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies. Wii is a trademark of Nintendo. All rights reserved.

SOURCE Activision Publishing, Inc.

Copyright (C) 2010 PR Newswire. All rights reserved