



## Activision Shreds New Details on Next Guitar Hero(TM) Game

### Just When You Thought It Was Safe to Come Out, the Third Installment of Guitar Hero Rocks to a Whole New Level

SUNNYVALE, Calif., May 23, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- After warming their amps in the basement garage to rocking sold out shows at Stonehenge, fans of Activision, Inc.'s (Nasdaq: ATVI) wildly popular Guitar Hero (TM) franchise will now be able to shred like never before with the next iteration of the game that will be available this fall. The new game will be released on the PlayStation(R)2 computer entertainment system and PLAYSTATION(R)3 computer entertainment system, Xbox 360(TM) video game and entertainment system from Microsoft, and Wii(TM) video game system from Nintendo.

Turning it up to 11, Guitar Hero fans will channel their inner rock god using Gibson Guitar's Les Paul and Kramer models as the industry standard. In addition, players will experience an incredible number of newly added features and explosive content including a new multiplayer action-inspired battle mode, grueling boss battles, a bevy of exclusive unlockable content and authentic rock venues. Expanded online multiplayer game modes will also allow axe-shredders worldwide to compete head-to-head for true legendary rock status.

While continuing to retain all the key features from their prior legendary performances, fresh downloadable content will be offered on multiple platforms, and players can now shred to a killer set list from many of the gnarliest rock songs ever recorded. Delivering more master tracks than ever before, strategic partnerships have been secured with all the major and independent music record labels and publishers to allow unrivaled access to their deep history of music catalogs, along with supplying artists' original recordings for even greater authenticity.

The initial list of face-melting awesomeness includes:

- \* Paint It Black (by The Rolling Stones)
- \* Cherub Rock (by Smashing Pumpkins)
- \* Sabotage (by Beastie Boys)
- \* The Metal (by Tenacious D)
- \* My Name is Jonas (by Weezer)
- \* Knights of Cydonia (by Muse)
- \* Rock And Roll All Nite (as made famous by Kiss)
- \* School's Out (as made famous by Alice Cooper)
- \* Slow Ride (as made famous by Fog Hat)
- \* Cult of Personality (by Living Colour)
- \* Barracuda (as made famous by Heart)

For the first time ever, Guitar Hero fans will also be able to thrash and burn with new wireless guitar controllers available for each platform. The exclusive Gibson guitars will include innovative features such as removable faceplates that will allow fans to later personalize their guitars and make it their own, and a new button color design that will be integrated for an even greater authentic feel and rock experience. Gibson Guitar's Les Paul model will be the battle axe of choice, and an industry standard for all rock gods on the Xbox 360(TM), PLAYSTATION(R)3 system, and Wii(TM). After much anticipation, PlayStation(R)2 system fans will also be receiving a new exclusive shape as well, the classic Kramer guitar, also a Gibson brand, popularized by hard rockers and known for its body design, pickups, electronics, and construction for furious finger fretting.

"The development team at Neversoft has been exceptional, and we've been able to incorporate a host of fresh new online and multi-player game play modes, along with exciting content into this version of Guitar Hero that our fans have been asking for. Also, many of the top bands and songs we've tried to get in the past are now on board, and we've definitely got some giant aces in the hole to say the least," said Dusty Welch, head of publishing at RedOctane. "In addition, offering a new line of Gibson wireless guitars for each platform is going to truly add to the authentic rock star experience like no other."

The next iteration of Guitar Hero, published by RedOctane(R) and developed by Neversoft, is not yet rated by the ESRB. For more information about Guitar Hero, please visit the dedicated community site [www.guitarherogame.com](http://www.guitarherogame.com).

## About Gibson Guitar:

Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins, and banjos. Gibson's HD.6X-PRO Digital Guitar represents the biggest advance in electric guitar design in over 70 years. Founded in 1894 in Kalamazoo, Michigan, and headquartered in Nashville since 1984, Gibson Guitar Corp.'s family of brands now includes Epiphone, Dobro, Maestro, Kramer, Steinberger, Tobias, Echoplex, Electar, Flatiron, Gibson Baldwin Music Education, Slingerland, Valley Arts, Maestro, Oberheim, Sunshine Piano, Take Anywhere Technology, Baldwin, J&C Fischer, Chickering, Hamilton, and Wurlitzer. Visit Gibson's website at [www.gibson.com](http://www.gibson.com) or [www.gibson.com/press](http://www.gibson.com/press)

## 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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Sweden, Spain, the Netherlands 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 Notes Regarding Forward-Looking Statements:** 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, the findings of the special sub-committee, the effect of the special sub-committee's review and conclusions on, and other developments in, the informal inquiry opened by the SEC in July 2006 and the derivative litigation filed in July 2006 against certain current and former directors and officers of the company, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional actions by the SEC and/or other regulatory agencies, and direct and indirect expenses and diversion of management time resulting from or relating to the special sub-committee review and related regulatory proceedings and litigation, the company's ability to timely file required reports with the SEC, and the possibility that the company will be subject to delisting from The Nasdaq Stock Market due to its inability to timely file periodic reports under the Securities Exchange Act of 1934 or failure to satisfy other requirements for continued listing. Other 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, without limitation, other litigation (unrelated to stock option granting practices), sales of the company's titles, shifts consumer spending trends, the seasonal and cyclical nature of the interactive game market, the company'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 the company's products, adoption rate 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, vendors and third-party developers, international economic and political conditions, natural disasters, integration of recently acquired subsidiaries, and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could cause actual future results to differ materially from current expectations are described in our filings with the SEC, including the company's most recent annual report on Form 10-K, quarterly report on Form 10-Q and current reports on Form 8-K. Readers of this press release are referred to such filings. The forward-looking statements in this press release are based upon information available to the company as of the date of the release, and the company assumes no obligations to update any such forward-looking statement. The company may change its intention, belief or expectation, at any time and without notice, based upon any changes in the enumerated factors or in the company's assumptions, or otherwise, and 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 the company's control and may cause our actual results to differ materially from our current expectations.

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