

DJ Hero® 2 and Guitar Hero®: Warriors of Rock Demos Available Now on Xbox LIVE®

--DJ Hero 2 Demo Features Highly Anticipated Freestyle and Social Gameplay Elements with Four Epic Mashups --Guitar Hero: Warriors of Rock Demo Delivers Sneak Peak at All-New Story-Based Quest Mode with Four Shredtacular, Speaker-Blaring Tracks

SANTA MONICA, Calif., Sept 07, 2010 /PRNewswire via COMTEX News Network/ -- Budding beat chemists, hard rockin' living room legends, singing sensations and all of their friends itching to take *DJ Hero(R)* 2 and *Guitar Hero(R)*: *Warriors of Rock* for a spin in advance of the games' releases later this fall need not wait any longer as Activision Publishing. Inc. (Nasdaq: ATVI) announced that the demos will be available today for free download on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft. Gamers looking to score any one of various exclusive bonus offers can preorder both games in-store at retailers nationwide or online by visiting www.djhero.com/buy and hub.guitarhero.com/buy/ghwor/. *Guitar Hero: Warriors of Rock* shreds onto store shelves September 28 with *DJ Hero 2* spinning into retailers on October 19.

In the *DJ Hero* 2 demo, fans will get a taste of four exclusive mixes from the best soundtrack in entertainment as they freestyle scratch, sample and crossfade through various gameplay tutorials, QuickPlay and all-new multiplayer modes including Accumulator and DJ Battle. Mixes included in the demo of *DJ Hero* 2 are:

- Pussycat Dolls Featuring Busta Rhymes "Don't Cha" Mixed With Pitbull "I Know You Want Me (Calle Ocho)"
- Lady Gaga Featuring Colby O'Donis "Just Dance" Mixed With Deadmau5 "Ghosts N Stuff"
- MSTRKRFT Featuring N.O.R.E. "Bounce" (Battle Mix)
- Estelle Featuring Kanye West "American Boy" Mixed With Chic "Good Times"

Gamers looking to be among the first to experience *Guitar Hero: Warriors of Rock*'s all-new, story-driven Quest Mode, narrated by notorious KISS front man Gene Simmons, will be transformed into rock warriors and shred to the following four hit tracks off the game's quintessential rock collection:

- · Black Sabbath "Children of the Grave"
- Foo Fighters "No Way Back"
- Slash featuring Ian Astbury "Ghosts"
- Dethklok "Bloodlines"

About DJ Hero 2

The ultimate mixer of music and friends, *DJ Hero* 2 will deliver the definitive way for players to come together and party with a host of new multiplayer modes - including DJ Battles that pit DJ against DJ in mixes produced specifically for battle gameplay - and invite vocalists into the spotlight with integrated on-screen singing and rapping of lyrics and rhymes while bringing the party to life with jump-in/jump-out Party Play gameplay. Featuring the biggest dance, pop and hip-hop hits by the hottest artists everyone knows and loves remixed by world-class DJ's in an all-new way, the game's soundtrack delivers 83 unique creations only available in *DJ Hero* 2. Further immersing players into the music, the game offers a heightened level of creative input and allows everyone to add their own touch, directly impacting the beats they're spinning with freestyle scratching, crossfading and sampling. The game will also feature an all-new career-based Empire Mode where players start out as an up-and-coming DJ on the road to becoming the head of a major entertainment empire, all of which is founded solely on their success as a DJ.

Dropping on October 19, *DJ Hero* 2 will invite a wave of new digital disc jockeys to the turntables as the game will be available as a Party Bundle which will include a copy of the game, two turntable controllers and a microphone, offering the ultimate party-in-a-box. Gamers who experienced *DJ Hero(R)*, the #1 new videogame intellectual property of 2009, can pick up *DJ Hero* 2 as a Turntable Bundle featuring one turntable controller and a copy of the game or as standalone software. The game is in development by FreeStyleGames for the Xbox 360(R) video game and entertainment system from Microsoft, the PLAYSTATION (R)3 and the Wii(TM) system from Nintendo. The game is rated "T" (Teen - Mild Suggestive Themes, Lyrics) by the ESRB. For more information about *DJ Hero* 2, please visit www.djhero.com, www.twitter.com/djhero.

About Guitar Hero: Warriors of Rock

In *Guitar Hero: Warriors of Rock*, join with friends on an epic rock journey to save rock. Featuring an impressive 90+ track set list and a host of all-new gameplay features, living room legends and their friends can strum, drum and wail in the most immersive music videogame experience to date. Delivering the quintessential rock music collection that focuses on guitar

shredding hits from bands such as Black Sabbath, Slipknot and Megadeth and larger-than-life band anthems from Queen, Muse and KISS, players can unleash more rewards and unlockable content than ever before in *Guitar Hero: Warriors of Rock*'s Quest Mode, the franchise's first ever story-based mode, and Quickplay+, which invites challenge-starved fanatics to test their rock skills. Running on the powerful *Guitar Hero(R)* engine that has been expanded and refined and with encores from the critically-acclaimed and fan favorite gameplay features that made *Guitar Hero* one of the most popular franchises of all-time - such as Party Play, Competitive modes and any combination of up to four instruments - the game offers a complete interactive and connected experience bringing friends and foes to the stage in the ultimate rock music experience.

Available September 28, *Guitar Hero: Warriors of Rock* is being developed by Neversoft Entertainment for the Xbox 360(R) video game and entertainment system from Microsoft and the PlayStation(R)3 computer entertainment system and by Vicarious Visions for the Wii(TM) system from Nintendo. The game is rated "T" (Teen - Lyrics, Mild Fantasy Violence and Mild Suggestive Themes) by the ESRB. For more information about *Guitar Hero: Warriors of Rock*, please visit GuitarHero.com.

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