



## **Hands-On Mobile(TM) to Rock Guitar Hero(TM)**

### **Announces License Agreement for the Activision(R) Smash Hit**

SAN FRANCISCO, Apr 02, 2007 (BUSINESS WIRE) -- Hands-On Mobile, Inc., the world's leading developer of connected games and applications, today announced an agreement with Activision, Inc. (Nasdaq:ATVI), to bring the wildly popular Guitar Hero(TM) franchise to mobile devices.

"Guitar Hero is an epic game experience that has mushroomed into a cultural phenomenon," said Erik Pavelka, Vice President of Business Development, Hands-On Mobile. "We are thrilled to bring this award-winning franchise to mobile and to continue our successful relationship with Activision."

"The lifestyle of music is strongly immersed into our everyday culture, and having Guitar Hero on mobile platforms will now allow our dedicated fans the opportunity to passionately feel the music, anytime and anywhere," said Dusty Welch, head of publishing at RedOctane. "Hands-On Mobile has extensive experience and success in bringing established franchises to mobile devices, and we greatly look forward to extending the Guitar Hero brand to mobile users."

Since its launch in 2005, Guitar Hero quickly became one of the most popular console games, with Guitar Hero II(TM) topping the charts as the best-selling console and handheld game in dollars for the U.S. for the month of December, according to The NPD Group.

With Guitar Hero, Hands-On Mobile expands its current crop of top-selling mobile games and applications. These include the Activision franchise Call of Duty(R), as well as other top brands.

#### About Hands-On Mobile

Hands-On Mobile is a leading global publisher of mobile games, personalization and lifestyle products targeting all market segments of the mobile handset marketplace. With operations in four continents, Hands-On Mobile develops, publishes and distributes mobile content to more than 180 of the world's leading operators in 40 countries. Hands-On Mobile provides operators and their customers with the world's best entertainment brands and applications and provides brand owners with the shortest route to market. The Hands-On Mobile content catalogue is diverse, including top brands like Activision, Billboard, CBS, Hasbro, LEGO, NBC Universal, Paramount Pictures, and World Poker Tour. Hands-On Mobile is a U.S. corporation with headquarters in San Francisco and offices in San Diego, California; London and Bollington, England; Krakow, Poland; Sao Paulo, Brazil; Shanghai and Beijing, China; and Seoul, Korea. For more information about Hands-On Mobile's products and organization please visit [www.HandsOn.com](http://www.HandsOn.com).

#### About Activision:

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, Scandinavia, 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).

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SOURCE: Hands-On Mobile, Inc.

Rogers & Cowan for Hands-On Mobile, Inc.  
Karina Tang, 310-854-8155  
ktang@rogersandcowan.com

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