



DJ Hero™ Drops the Needle on a Trio of New Electronic Music Mixes

New Mixes from Worldwide Superstars Danny Byrd, Darude, Josh Wink, and Wolfgang Gartner Challenge Fans and Expand DJ Hero's Award-Winning Soundtrack

SANTA MONICA, Calif., April 29, 2010 /PRNewswire via COMTEX News Network/ -- Master turntablists may have met their match with the Domination Mix Pack, a trio of hot new house and electronic music mashups, joining over 100 exclusive mixes currently available for the most diverse set list in music gaming, [Activision Publishing Inc.'s](#) (Nasdaq: ATVI) **DJ Hero**(TM) - the #1 new videogame intellectual property of 2009. Available for download starting today and featuring tracks from some of the world's biggest DJs and producers, budding beat chemists can test their turntable talents against their friends as they spin, scratch and battle to:

"Sandstorm" by Darude Mixed With "Higher State of Consciousness" by
Josh Wink
"Wolfgang's Fifth Symphony" beat juggle by Wolfgang Gartner
"Red Mist VIP" beat juggle by Danny Byrd

"Since **DJ Hero's** launch, we've delivered what dance and hip-hop music fans have wanted with the David Guetta and JAY-Z vs. Eminem downloadable content," said Jamie Jackson, Creative Director at FreeStyleGames. "We've found that the most difficult on-disc mixes are the most played, so **DJ Hero** fans looking for a challenge will have fun spinning exactly what they want in the upcoming Domination Mix Pack."

The Domination Mix Pack is available starting today on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft for 640 Microsoft Points. The Domination Mix Pack will be available starting May 11 on the PlayStation(R)Store for the PLAYSTATION(R)3 computer entertainment system for \$7.99. All mixes will be released today as downloadable singles for Wii(TM) for 300 Wii Points each.

The **DJ Hero** Extended Mix Pack 01, featuring two party rockin' grooves: 50 Cent featuring Mary J. Blige "All Of Me" mixed with Queen's "Radio Ga Ga" and "DARE" by Gorillaz vs. Public Enemy's "Can't Truss It;" the David Guetta Mix Pack 01 containing remixes of his hot tracks "When Love Takes Over" featuring Kelly Rowland, the chart-topping "Sexy Chick" featuring Akon and "On The Dance Floor" featuring will.i.am and apl.de.ap of the Black Eyed Peas; and the JAY-Z vs. Eminem Mix Pack showcasing hits from two of the biggest artists in music: "Shake That" by Eminem Mixed With "Show Me What You Got" by JAY-Z, "Without Me" by Eminem Mixed With "Encore" by JAY-Z and "Can I Get A..." by JAY-Z Mixed With "Lose Yourself" by Eminem; are available now. For information on how to connect your console and access **DJ Hero** downloadable content, please visit: <http://www.djhero.com/support/>.

The #1 new videogame intellectual property by revenue in the U.S. and Europe for calendar 2009, according to The NPD Group, Charttrack and GfK, **DJ Hero** delivers an all-new interactive music experience that allows players to start the party and not only experience, but to hear music in an all-new way. Featuring mixes created by DJ AM, Cut Chemist, Grandmaster Flash, DJ Jazzy Jeff, J. Period, DJ Shadow, DJ Z-Trip and more, spinning over 100 individual songs, highlighted in 93 unique never-before-released mixes that blend genres of music, including hip-hop, pop, rock and dance, **DJ Hero** delivers the most diverse and international collection of music ever assembled in a music game by incorporating anthems from legendary artists. Created exclusively for **DJ Hero**, the turntable controller immerses fans into DJ culture and a sea of music as they utilize and master various DJ techniques including scratching, crossfading and sampling, while leaving room for creative expression with a variety of effects and player chosen samples and scratches, transforming a face in the crowd into the life of the party.

The **DJ Hero Renegade Edition** includes a copy of the game, a premium Renegade turntable controller, hardshell turntable carrying case that converts to a performance-ready DJ stand, and an exclusive JAY-Z and Eminem 2-CD pack featuring "best of" and new, unreleased material.

Available now, **DJ Hero** was developed by FreeStyleGames for the Xbox 360(R) video game and entertainment system from Microsoft, the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems 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**, please visit djhero.com, facebook.com/djhero and twitter.com/djhero.

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, adoption rate and availability of new hardware (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, 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, integration of recent acquisitions 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.

© 2009 Activision Publishing, Inc. Guitar Hero and Activision are registered trademarks and DJ Hero is a trademark of Activision Publishing, Inc.

"PlayStation" is a registered trademark of Sony Computer Entertainment America 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