



Activision Pays Homage With Guitar Hero: Rocks the 80s

Guitar Hero Fans to Get New Axe-Shredding Experience With Tracks From Classic Era

SUNNYVALE, Calif., May 10, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) today announced they will be paying homage to a classic rock era with Guitar Hero(TM): Rocks the 80s(TM), available exclusively on the PlayStation(R)2 computer entertainment system. After playing to mass audiences at sold out shows around the world in Guitar Hero II(TM), fans will once again be able to whip out their Gibson-shaped SG guitar controllers and shred to their favorite rock tracks, as the critically acclaimed franchise is scheduled to go on another highly-anticipated world tour this summer.

Guitar Hero: Rocks the 80s will feature visually stunning retro rock venues and hipster characters, unlockable guitars, intense game play modes, and most importantly 30 awesome new songs to experience the ultimate rock star fantasy. The initial list of finger-melting tracks includes:

- * I Wanna Rock (by Twisted Sister)
- * I Ran (by Flock of Seagulls)
- * Round and Round (as made famous by Ratt)
- * I Want Candy (as made famous by Bow Wow Wow)
- * Metal Health (as made famous by Quiet Riot)
- * Holy Diver (as made famous by Dio)
- * Heat Of The Moment (as made famous by Asia)

"The 80s features an amazing variety of rock genres from hair metal to punk to new wave, and our dedicated Guitar Hero fans will definitely appreciate the opportunity to play all the new and exciting content we've added," said Dusty Welch, head of publishing at RedOctane. "As we delve deeper into the history of rock, we'll continue to offer a fresh experience and even more explosive tracks with the Guitar Hero franchise."

Guitar Hero: Rocks the 80s, published by RedOctane(R) and developed by Harmonix, will be available this summer for the PlayStation(R)2 computer entertainment system. For more information, please visit the dedicated community site www.guitarherogame.com.

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.

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, product delays, retail acceptance of our products, industry competition, changes in consumer preferences related to music-based games, 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, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances

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