



DJ Jazzy Jeff Brings the DJ Hero™ Party to Life With His Turntable Skills and Likeness

SANTA MONICA, Calif., July 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DJ Jazzy Jeff, GRAMMY(TM) Award winning hip-hop and R&B record producer, actor and world famous turntablist will ascend to the virtual stage this fall in Activision Publishing, Inc. (Nasdaq: ATVI) and Guitar Hero's highly anticipated video game DJ Hero(TM). In addition to joining the distinguished rank of playable characters that will appear in the game, including DJ Shadow, DJ Z-Trip, Grandmaster Flash, DJ AM and others, DJ Jazzy Jeff will shake the room and bring the party to life with his own set list featuring two exclusive mixes hand created by the legend himself - Tears for Fears "Shout" vs. Eric B. & Rakim "Eric B. Is President" and LL Cool J "Rock the Bells" vs. The Aranjee Pop Symphony Orchestra "Bittersweet Symphony."

"I am very, very excited DJ culture is finally getting its due. To have a song in DJ Hero is a dream come true; to be a character someone can pick up the controller and select you and play is probably the biggest thing to happen to me in my career," said DJ Jazzy Jeff. "Music is so much a part of everyone's life, DJ Hero is going to appeal to almost everybody."

Expanding upon the revolutionary easy to pick up/challenging to master gameplay mechanics developed and refined in Guitar Hero(R), DJ Hero delivers an all-new interactive music experience that allows players to rule the party and not only experience, but to hear music in an all-new way. With over 100 individual songs, highlighted in over 80 unique never-before-released mixes that blend genres of music, including hip-hop, R&B, pop, rock and electronica, 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, blending, cross fading 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.

DJ Hero is being 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 not yet rated by the ESRB. For more information about DJ Hero, please visit djhero.com.

For more information on DJ Jazzy Jeff, please visit djjazzyjeff.com.

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 (including next-generation hardware), 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 and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors, licensees, licensors 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, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in completing the integration of the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, 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.

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

"PlayStation" and the "PS" Family logo are registered trademarks 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 and Nintendo DS are trademarks of Nintendo. (C) 2006 Nintendo. All rights reserved.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved