



The Sex Pistols Re-Record 'Anarchy in the U.K.' for Guitar Hero(TM) III: Legends of Rock

Famous for Kick Starting a Musical and Cultural Revolution, Original Members of The Sex Pistols Enter the Studio for the First Time in 30 Years

SUNNYVALE, Calif., Sep 25, 2007 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) announced today that Rock and Roll Hall of Fame inductees The Sex Pistols, who famously turned down the award, recently returned to the studio to re-record "Anarchy in the U.K.," which will be included in Guitar Hero(TM) III: Legends of Rock as a master track. Now, fans can perform their own live version of the punk anthem in the next installment of the #1 best-selling music and rhythm video game franchise.

The Sex Pistols were an obvious choice for Guitar Hero, having established themselves as the definitive punk band of the 1970s. Unable to locate the original multi-tracks for inclusion in the game, Activision invited the band back into the studio to re-record a couple of songs including "Anarchy in the U.K." Original members John Lydon on vocals, guitarist Steve Jones and drummer Paul Cook re-teamed with producer Chris Thomas, utilizing the original analog sound desk (circa 1969) that was built for George Martin at Air Studios, London, England in order to maintain the classic sound.

Thirty years ago this fall, the song was first included on The Sex Pistols' only studio album, "Never Mind the Bollocks, Here's the Sex Pistols" which will be re-issued on vinyl on October 29, 2007, in its exact original format, including poster and Submission 7". The single 'Anarchy In The UK' will also be re-issued on vinyl on October 1, along with three other classic singles throughout October. Celebrating this milestone, Guitar Hero III: Legends of Rock will be sponsoring the historic Sex Pistols show at The Brixton Academy in London taking place on November 8, 2007.

John Lydon stated that "Re-recording them (the songs)--what a stress you put on us but we rose to the occasion I think...admirably!" Adding that, "a bit of anarchy in a video game is alright by me."

"It was great for Guitar Hero to, in a way, get us back in the studio. I wasn't sure how it was going to turn out but it actually turned out great and I think everyone held their own," said Steve Jones. "I like it (Guitar Hero) because my friends' kids like it. And I like what kids like."

"Guitar Hero fans have been requesting more punk rock in the game since its first iteration," said Tim Riley, Activision worldwide executive of music. "We are honored that The Sex Pistols went into the studio after 30 years, so that we could have a song from the most renowned punk band of all time in the game."

"We are proud to have joined forces with such a legendary and influential band as The Sex Pistols for Guitar Hero III: Legends of Rock," said Kai Huang, president and co-founder of RedOctane. "We are very excited to partner with them on their 30th Anniversary and expose them to an entirely new generation of fans through the game."

Guitar Hero III: Legends of Rock will include explosive new content and features including a multiplayer action-inspired battle mode, grueling boss battles, a host of exclusive unlockable content and visually stunning rock venues. Expanded online multiplayer game modes will also allow axe-shredders worldwide to compete head-to-head for true legendary rock status. For the first time ever, Guitar Hero fans will also be able to thrash and burn with new wireless guitar controllers available for each platform. The game will feature a star-studded soundtrack including master tracks by such legendary artists as Guns N' Roses, The Rolling Stones, Beastie Boys, Red Hot Chili Peppers and Pearl Jam as well as original songs by guitar icons Slash and Tom Morello. The sequel also will offer a vast array of downloadable content including songs from some of the most popular European bands.

Guitar Hero III: Legends of Rock, published by RedOctane(R) and developed by Neversoft, is rated 'T' for Teen by the ESRB and will be available October 28, 2007. For more information about the Guitar Hero franchise, please visit the dedicated community site: www.guitarhero.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 \$1.5 billion for the fiscal year ended March 31, 2007.

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