



## **Bruce Springsteen Makes Guitar Hero® Debut With Brand New Song 'My Lucky Day' and Classic Hit 'Born to Run'**

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Guitar Hero(R) World Tour to Debut Exclusive Bruce Springsteen and the E Street Band Tracks as Downloadable Content Day and Date with Release of New Album, Working on a Dream

Bruce Springsteen will make his videogame debut on January 27, 2009, with two downloadable songs available exclusively in [Activision Publishing, Inc.'s](#) (Nasdaq: ATVI) Guitar Hero(R) World Tour.

Coinciding with the release of his new album, Working on a Dream (Columbia Records), the two-song Track Pack will be available for download simultaneously with the album's release on January 27, 2009. The Track Pack, which features the iconic Springsteen song "Born to Run" and "My Lucky Day," a brand-new track off his new album, Working on a Dream, will be free to download during the first week of the album's release.

"Bruce Springsteen has been a defining force in Rock 'n Roll and we are incredibly excited to have him make his video game debut with Guitar Hero World Tour," said Robert Kotick, CEO of Activision Blizzard.

Springsteen's longtime manager Jon Landau said, "Activision has been a leader in getting music to the public in new ways and we are very happy to have them making these two songs available to their audience."

The Bruce Springsteen Track Pack will be available on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)Store for the PLAYSTATION(R)3 computer entertainment system and as singles for Wii(TM) for free between January 27, 2009, and February 4, 2009. Starting February 5, 2009, the Track Pack will be available on Xbox 360 for 320 Microsoft Points, on the PLAYSTATION 3 system for \$3.99 and as singles on Wii(TM) for 200 Wii Points each.

Guitar Hero World Tour transforms music gaming by expanding Guitar Hero's(R) signature guitar gameplay into a cooperative band experience that combines the most advanced wireless controllers with new revolutionary online\* and offline gameplay modes including Band Career and 8-player "Battle of the Bands," which allows two full bands to compete head-to-head online. The game features a slick newly redesigned guitar controller, drum kit controller and a wired microphone, as well as an innovative Music Studio music creator that lets players compose, record, edit and share their own rock 'n' roll anthems. Music creators are also able to share their recordings with their friends online through GHTunesSM where other gamers can download and play an endless supply of unique creations.

Guitar Hero World Tour is now available for Xbox 360, PLAYSTATION 3 computer entertainment system, the Wii home video game system from Nintendo and the PlayStation(R)2 computer entertainment system. The game is rated "T" for Teen by the ESRB. For more information on Guitar Hero World Tour, please visit [worldtour.guitarhero.com](#).

For more information about Bruce Springsteen, please visit [www.brucespringsteen.net](#) or [www.shorefire.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, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, [www.activision.com](#).

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\*Online gameplay is only available for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION (R)3 computer entertainment system and Wii(TM) and may require an additional subscription.

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