



## **Guitar Hero III: Legends of Rock Wireless Guitar Controllers Hitting Retail Shelves in Early 2008**

SANTA MONICA, Calif., Nov 26, 2007 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) today announced that standalone wireless guitar controllers for Guitar Hero III: Legends of Rock will be available at retail stores nationwide by early 2008.

Guitar Hero III: Legends of Rock lets fans thrash and burn with new wireless guitar controllers available for each platform, including exclusive Gibson Guitar's Les Paul model for the Xbox 360(TM) video game and entertainment system from Microsoft, Wii(TM) home video game system from Nintendo, and PLAYSTATION(R)3 computer entertainment system. PlayStation(R)2 gamers will also get to shred on an exclusive shape, Gibson's Kramer guitar, popularized by hard rockers and known for its body design, pickups, electronics and construction for furious finger fretting.

### **About Gibson:**

Gibson is known worldwide for producing classic models in every major style of fretted instrument, including acoustic and electric guitars, mandolins, and banjos. Gibson's HD.6X-PRO Digital Guitar represents the biggest advance in electric guitar design in over 70 years. Founded in 1894 in Kalamazoo, Michigan, and headquartered in Nashville since 1984, Gibson Guitar Corp.'s family of brands now includes Epiphone, Dobro, Maestro, Kramer, Steinberger, Tobias, Echoplex, Electar, Flatiron, Gibson Baldwin Music Education, Slingerland, Valley Arts, Oberheim, Sunshine Piano, Take Anywhere Technology, Baldwin, J&C Fischer, Chickering, Hamilton, and Wurlitzer. Visit Gibson's website at [www.gibson.com](http://www.gibson.com) or [www.gibson.com/press](http://www.gibson.com/press).

### **About Activision**

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.

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 World Wide Web site, which is located at [www.activision.com](http://www.activision.com).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options and foreign exchange rate changes. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the SEC's formal investigation and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies, other litigation (unrelated to stock option granting practices), and the risks identified in Activision's most recent annual report on Form 10-K and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

Guitar Hero has expanded well beyond video games and is one of the biggest entertainment franchises in the marketplace today. The franchise has remained the #1 best-selling franchise in the U.S. through October, according to the NPD Group. The Guitar Hero franchise has sold more than 6 million units worldwide to date, according to The NPD Group, Charttrack and Gfk.

SOURCE: Activision, Inc.

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