



Guitar Hero® 5 Online Scavenger Hunt Offers Winner Exclusive Access to 5 Concerts by Their Favorite Bands

--Fans Participate in Unveiling Guitar Hero 5 Artists in Unique Contest Spanning Websites, TV, Blogs and Online Media

SANTA MONICA, Calif., May 26, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Guitar Hero launches a unique online scavenger hunt today that invites fans to scour websites, TV shows, blogs and online media sites to uncover the full list of artists that will appear on Guitar Hero 5, the next version of the most popular music game in the world. Fans are invited to start their search at GH5.GuitarHero.com and register to participate in The Guitar Hero(R) 5 Tickets, 5 Concerts Sweepstakes and enter to win a set of 5 tickets to 5 different concerts in a major metropolitan area venue near their hometown.

Once registered at GH5.GuitarHero.com participants will be given clues leading them to a series of blogs, TV shows and online media where every day, for the next five days, a selection of bands from the Guitar Hero 5 set list will be revealed. Once entrants have uncovered the bands from the designated locations, they must go to GH5.GuitarHero.com to verify the information found and will then be eligible to enter to win The Guitar Hero 5 Tickets, 5 Concerts Sweepstakes. Entries for the sweepstakes will be received through June 25, 2009. Registration is now open.

This fall, living room legends will rock any way they want in Guitar Hero 5. Featuring genre-defining hits from some of the biggest rock artists and bands of all time, the entire set list is at players' finger tips from the start. Players take complete control as Guitar Hero 5 allows gamers to personalize and customize how they experience music by being able to play with any in-game instrument combination -- multiple vocalists, guitarists, bassists and drummers, in any game mode. With the game's all-new Party Play Mode, getting the band back together has never been easier. Players can now jump in or drop out of gameplay seamlessly, at any point in the song, without interrupting their jam session. Elevating the Guitar Hero(R) series to new heights with unmatched social gameplay, an enhanced style, new in-game artists and more rock legends, Guitar Hero 5 features new surprises and challenges that will fire-up long-time fret board fanatics and create a new generation of enthusiasts.

Published by Activision Publishing, Inc. (Nasdaq: ATVI), Guitar Hero 5 is being developed by Neversoft Entertainment for the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system, and by Vicarious Visions for the Wii(TM) system from Nintendo. Budcat is developing Guitar Hero 5 for the PlayStation(R)2 computer entertainment system. The game is not yet rated by the ESRB. For more information about Guitar Hero 5, visit GH5.GuitarHero.com.

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Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

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