



Guitar Hero II for the Xbox 360 Shreds to Retail Shelves

Be Prepared for a Gnarly Rude a-ROCK-ening!

SUNNYVALE, Calif., April 3, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) today announced that Guitar Hero II(TM) for the Xbox 360(R) video game and entertainment system from Microsoft is now available on retail shelves nationwide.

Guitar Hero II for the Xbox 360 features an expanded track list of over 70 axe-smashing hits -- including 10 tracks exclusive to the Xbox 360 -- along with deafening rock venues, HD remodeled characters and guitars, a variety of addictive gameplay modes, and a bevy of achievement points to unlock. Also exclusive to the Xbox 360 is the ability for competitive rockthusiasts to view how their legendary performances rank on the online leaderboards. Guitar Heroes looking for even more can download exclusive gamer themes, picture packs and fresh new songs on Xbox Live Marketplace(R).

"With an expanded set list, blazing hot HD graphics, and a tenacious new X-Plorer(TM) guitar controller, Guitar Hero II on the Xbox 360 will allow fans to truly feel and live out their ultimate inner-rockstar fantasy," said Dusty Welch, head of publishing at RedOctane. "In addition, offering exclusive downloadable content and the added Xbox Live components such as competitive online leaderboards and tons of unlockable achievement points will help extend the gameplay experience for our hardcore Guitar Heroes to blow out more speakers and rock like never before."

Guitar Hero II, published by RedOctane(R), is rated T for Teen by the ESRB and is now available through RedOctane's online store: www.redoctane.com/store.html.

For more information about Guitar Hero II, please visit the dedicated community site: www.guitarherogame.com.

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 \$1.47 billion for the fiscal year ended March 31, 2006.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Sweden, Spain, the Netherlands 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.

The statements made in this press release that are not historical facts are "forward-looking statements". These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, changes in consumer preferences related to music-based games, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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SOURCE Activision, Inc.

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