



## Activision Announces Details on New Songs and Downloadable Content for Guitar Hero II (TM) on Xbox 360(R)

### Guitar Hero Fans to Rock Harder Than Ever With Fresh Content and Features

SUNNYVALE, Calif., Jan 09, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- The rock gods have spoken, and are pleased to announce further details on Activision, Inc.'s (Nasdaq: ATVI) Guitar Hero II(TM) on the Xbox 360(R) video game and entertainment system from Microsoft, which will feature a variety of new exclusive downloadable content through Xbox Live Marketplace(R), along with over 70 finger-melting tracks. The franchise that has rocked the video game industry is set to go on another highly-anticipated world tour this spring, and fans will now enjoy sharply remodeled HD visuals for the next-gen platform, and be able to shred their new Gibson-shaped X-Plorer axes to impressively pulsating audio sweetness on the Xbox 360.

Providing exciting rock venues, characters, guitars, and play modes, Guitar Hero II on the Xbox 360 allows players the opportunity to unlock achievement points, download themes, picture packs, and most importantly, new songs through Xbox Live Marketplace. An intuitive online leaderboard feature will also be utilized through Xbox Live, allowing competitive Guitar Heroes to track their high scores and share bragging rights with their friends and other top rock gods.

Included on the 360 version of Guitar Hero II will be an additional 10 songs, and the initial list of tracks includes:

- Billion Dollar Babies (as made famous by Alice Cooper)
- Hush (as made famous by Deep Purple)
- Dead! (by My Chemical Romance)
- Life Wasted (as made famous by Pearl Jam)
- Rock N Roll Hoochie Koo (as made famous by Rick Derringer)
- \* More on-disc, and the downloadable tracks, will be announced shortly.

"Guitar Hero is all about feeling like a rock star, and we're adding to the experience by offering our fans an exciting pipeline of new songs, fun and exclusive downloadable content, and the opportunity to see who rocks hardest with an online leaderboard," said Dusty Welch, head of publishing at RedOctane. "The expansive capabilities of the Xbox 360 will allow us to provide a consistent stream of fresh new content to our fans, and we plan on fully supporting these efforts."

Guitar Hero II, published by RedOctane(R), will be available in spring for the Xbox 360, and for more information, please visit the dedicated community site: [www.guitarherogame.com](http://www.guitarherogame.com).

#### About RedOctane

RedOctane, Inc. is a publisher and developer of interactive entertainment software, hardware and accessories. The company offers its interactive entertainment products in versions that operate on the PlayStation(R)2 computer entertainment system console from Sony Computer Entertainment, Xbox(TM) video game system from Microsoft, and on personal computers ("PC"). RedOctane's leading software product offerings include Guitar Hero(TM) for the PlayStation 2. RedOctane also designs, manufactures, and markets high quality video game peripherals and accessories and has won awards for the Ignition(R) Dance Pad and the Guitar Hero SG(R) Controller. Headquartered in Sunnyvale, California, RedOctane is a wholly-owned subsidiary of Activision, Inc (Nasdaq: ATVI). More information about RedOctane and its products can be found on the company's website, which is located at [www.redoctane.com](http://www.redoctane.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](http://www.activision.com).

#### About Xbox 360

Xbox 360 is the most powerful video game and entertainment system, delivering the best games, the next generation of the premier Xbox Live online gaming network and unique digital entertainment experiences that revolve around gamers. Xbox 360 is expected to have a catalog of 160 high-definition games by the end of 2006 and to be available in nearly 37 countries by the end of this year. More information can be found online at <http://www.xbox.com/xbox360>.

#### About Xbox Live

Xbox Live is the first and most comprehensive unified online entertainment network seamlessly integrated throughout the entire console experience, making it easy for people to find the friends, games and entertainment they want from the moment they power on their Xbox 360 system. Xbox Live connects millions of members across nearly 25 countries to enjoy hundreds of multiplayer games, downloadable games via Xbox Live Arcade, free and premium playable game demos, music videos, TV shows and movies as well as new game levels, characters and vehicles for all their favorite retail games. More information can be found online at <http://www.xbox.com/en-us/live>.

#### About Microsoft

Founded in 1975, Microsoft (Nasdaq: MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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, rapid changes in technology and industry standards, protection of proprietary rights, litigation and an informal SEC inquiry, 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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