



## Activision Tears It up on Store Shelves with Launch of Guitar Hero(R) III: Legends of Rock

SUNNYVALE, Calif., Oct 26, 2007 (BUSINESS WIRE) -- Activision, Inc. (NASDAQ:ATVI) today announced that Guitar Hero III: Legends of Rock will officially rip it up on retail store shelves nationwide this Sunday, October 28. To help celebrate the legendary launch, over 3,000 stores across the country are expected to organize their own midnight launch events this weekend, allowing all aspiring axe-shredders to unleash their inner-rock star.

Guitar Hero III: Legends of Rock will include explosive new content and features including a multiplayer action-inspired battle mode, grueling boss battles, a host of exclusive unlockable content and visually stunning rock venues. Expanded online multiplayer game modes will also allow fans worldwide to compete head-to-head for true legendary rock status. Fresh downloadable content will also be offered on multiple platforms, and players can now shred to a killer set list from many of the most popular rock songs ever recorded.

"Where there is music this holiday season, there is Guitar Hero, and we're excited to deliver Guitar Hero III: Legends of Rock as the ultimate guitar-bending experience for our fans," said Dusty Welch, head of publishing for Activision/RedOctane. "With an amazing set list, added gameplay features, online functionality, and new wireless guitars, aspiring rock stars are going to shred harder than ever before."

For the first time ever, Guitar Hero(R) fans will also be able to 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 computer entertainment system gamers will also get to shred on a new exclusive shape, Gibson's Kramer guitar, popularized by hard rockers and known for its body design, pickups, electronics and construction for furious finger fretting.

Guitar Hero III: Legends of Rock, published by RedOctane(R) and developed by Neversoft, is rated 'T' for Teen by the ESRB and will be available October 28, 2007. For more information about the Guitar Hero franchise, please visit the dedicated community site: [www.guitarhero.com](http://www.guitarhero.com).

### About Gibson Guitar:

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, Maestro, 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, Inc.:

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, Scandinavia, 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(R) III: Legends of Rock (C) 2007 Activision Publishing, Inc. Guitar Hero, Activision and RedOctane are registered trademarks of Activision Publishing, Inc.

All Gibson marks, logos, trade dress, guitar models, controller shapes and related rights provided pursuant to exclusive license from Gibson Guitar Corp.

"PlayStation", "PLAYSTATION" and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

Used with Permission. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies.

Wii and the Wii logo are trademarks of Nintendo. (c) 2006 Nintendo.

All other trademarks and trade names are the properties of their respective owners. All rights reserved.

SOURCE: Activision, Inc.

RedOctane, Inc.

Bryan Lam, Senior PR Specialist, 408-481-9121, ext. 143

[blam@redoctane.com](mailto:blam@redoctane.com)

or

Bender Helper Impact

Lilit Baron, 310-694-3102

[Lilit\\_Baron@bhimpact.com](mailto:Lilit_Baron@bhimpact.com)

Copyright Business Wire 2007

News Provided by COMTEX