



'Backstage With Guitar Hero®' to Debut in PlayStation®Home

SANTA MONICA, Calif., March 25, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Activision Publishing, Inc.](#) (Nasdaq: ATVI) today announced that Guitar Hero(R) fans will have another virtual destination to join together and rock with the launch of the franchise's very own space in the PlayStation(R)Home, the 3D social gaming community that allows users to interact, communicate and share gaming experiences together online for the PLAYSTATION(R)3 (PS3(TM)) computer entertainment system. "Backstage with Guitar Hero(R)" will give Guitar Hero rock stars around the world exclusive VIP access to both a themed backstage lounge and massive concert venue where they can meet up, hang out, check out videos for upcoming titles on the franchise, and share their rock and roll secrets. "Backstage with Guitar Hero" will continue to evolve over time adding new functionality.

For more information on Guitar Hero, please visit [guitarhero.com](#).

About PlayStation Home

PlayStation Home is a ground-breaking 3D social gaming community available on PS3 that allows users to interact, communicate and share gaming experiences. By leveraging the power of the PS3 system, PlayStation Home delivers overwhelming visual graphics and rich gaming social experiences only possible on the PS3 platform. Within PlayStation Home, users can create and customize their own unique avatars and explore virtual community in real time where they can communicate freely.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

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 website, [www.activision.com](#).

Cautionary Note Regarding Forward-Looking Statements: Information in this press release that involves Activision Publishing'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. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to help identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing'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 Publishing'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, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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