



## **Maroon 5 Frontman Adam Levine Takes the Stage as a Playable Character in Band Hero™**

### **Famed Vocalist and Guitarist to Appear In-Game Rocking Out to Their No. 1 Single, 'She Will Be Loved'**

SANTA MONICA, Calif., Aug 19, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Adam Levine, popular guitarist and singer for pop-rock band Maroon 5, will soon be able to add virtual rock star to his repertoire as he prepares to take center stage in Band Hero(TM). When the game hits retail stores in November, family and friends will be able to live out their musical fantasies as they strum, drum and sing along to an exciting collection of songs by some of the most popular bands and artists to ever hit a music game. Levine joins Taylor Swift as an exclusive, in-game playable character by lending his popular likeness to Band Hero. Fans will be able to play as Levine as he rocks out to the Grammy nominated "She Will Be Loved," Maroon 5's hit single from their debut album Songs About Jane, which has sold more than 10 million copies worldwide and is Gold and Platinum in more than 35 countries.

"Besides the fact that it is cool to be in a video game, it is also exciting to be thought of as someone that could be in a video game so I am very proud to be a part of Band Hero," said Levine. "It is really amazing actually, it is one of the more unique things I've done in my life and I don't know if I'll ever have that feeling again."

"Adam Levine has collaborated with some of the greatest acts of his time and now Band Hero joins that list," said Tim Riley, Vice President of Music Affairs for Guitar Hero(R). "We are really excited to not only bring his fans a new way to interact with Maroon 5's music but to offer gamers of all ages the chance to play as Levine."

This November, family and friends will come together to ascend the virtual stage and rock their way to superstardom with Band Hero. Brought to you by the makers of Guitar Hero, one of the best-selling video game franchises of all time, Band Hero features the hottest chart-topping hits from everyone's favorite acts including Taylor Swift, No Doubt, Lily Allen, The All-American Rejects and Jackson 5. Headlined by some of the biggest names in music as in-game artists and playable characters, Band Hero is the ultimate party game where players of all ages will be able to experience the signature, easy-to-learn but difficult-to-master Guitar Hero gameplay. Band Hero allows fans to create the band they always dreamed of using any combination of guitar or drum controllers and vocals, providing rockers and performers of all ages the chance to experience and interact with their favorite music.

Published by Activision Publishing, Inc. (Nasdaq: ATVI), Band Hero 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, by Vicarious Visions for the Wii(TM) system from Nintendo and by Budcat for the PlayStation(R)2 computer entertainment system. The game is rated E10+ (Everyone 10+ - mild lyrics, mild suggestive themes). For more information about Band Hero, please visit [BandHero.com](http://BandHero.com).

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