



Guitar Hero® Continues to Rock the House as November's Line-Up of Downloadable Content is Announced

Disk Imports and Forward Compatibility Bring Even More Content to the Band Hero(TM) Party

SANTA MONICA, Calif., Oct 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The *Guitar Hero*(R) music library continues to evolve and expand as November brings a great collection of new and classic tracks from some of rock's best-loved artists. Fans can download tracks from artists including Lenny Kravitz and KISS and - for the first time - they can import tracks directly from *Guitar Hero 5*(R) and *Band Hero*(TM) into their Guitar Hero music library.

On November 5, as a way to commemorate the release of *Band Hero*, *Guitar Hero* music aficionados can import 69 tracks from the highly acclaimed *Guitar Hero 5* into *Band Hero*, or import 61 of *Band Hero*'s hits directly into *Guitar Hero 5*. Building the ultimate music set list is now easier than ever. For a complete listing of forward compatible content, please visit <http://hub.guitarhero.com/support/faq/song-import-information>.

Celebrating the 20th anniversary of his 1989 debut album, *Let Love Rule*, Lenny Kravitz will be returning to *Guitar Hero* on November 12 with a three song track pack that will set players' fingers ablaze. The track pack features his debut single "Let Love Rule," "Lady," off his seventh studio album *Baptism*, and "Fly Away," one of Lenny Kravitz most successful songs to date.

Back on the road again this fall to accompany the launch of their newest studio album *Sonic Boom*, KISS has decided to add one additional date to the tour. Look for KISS to headline the *Guitar Hero* stage on November 19 with a three song track pack that's sure to satiate the KISS fan in everyone. The track pack will feature "Modern Day Delilah," the first single off their new album, *Sonic Boom*, "Lick It Up" the title track on their similarly named 1983 album, *Lick it Up*, and "I Was Made for Loving You," KISS's second Gold single.

Guitar Hero wouldn't be what it is today without the loyalty of its fans. As a thank you for all the years of support and encouragement, Neversoft proudly presents a free six song track pack of music from bands that feature Neversoft employees. The track pack, which will be available just before Thanksgiving on November 24 includes "Lemon Frosting" by Bunny Knutson, "RockNRola" by Nancy Fullforce, "From the Blue/Point of No Return/T.T.R.T.S" by An Endless Sporadic, "Love Holds It Down" by Dom Liberati, "You Really Like Me" by Davidicus and "Guilty Pleasures" by Tony Solis. The Neversoft Thanks the Fans track pack will only be available for the Xbox 360(R) video game and entertainment system from Microsoft and for the PlayStation(R) 3 computer entertainment system.

Wii(TM) owners have spoken and *Guitar Hero* has heard you loud and clear. Starting November 24, Wii and Metallica fans looking to get their fix will be able to download 8 additional tracks off Metallica's *Death Magnetic* album which were previously only available on Xbox 360 and Playstation 3. The songs, which will be available only as downloadable singles, include "All Nightmare Long," "That Was Just Your Life," "The Day That Never Comes," "The Judas Kiss," "The End Of The Line," "The Unforgiven III," "Suicide & Redemption J.H." and "Suicide & Redemption K.H."

The Lenny Kravitz and KISS Track Packs will be available on Xbox LIVE(R) Marketplace for Xbox 360 for 440 Microsoft Points, on the PlayStation(R)Store for the PlayStation 3 system for \$5.49 and for Wii for 550 Wii Points(TM). In addition, all songs in the Lenny Kravitz and KISS Track Packs will be released as downloadable singles for Xbox 360 for 160 Microsoft Points, PlayStation 3 system for \$1.99 and Wii for 200 Wii Points each. The *Guitar Hero 5* disc import will be available for Xbox 360 for 480 Microsoft Points, PlayStation 3 system for \$5.99, and Wii for 600 Wii Points while the *Band Hero* disc import will be available for Xbox 360 for 400 Microsoft Points, PlayStation 3 system for \$4.99, and Wii for 500 Wii Points. The remaining eight songs in Metallica's *Death Magnetic* track pack will be released as downloadable singles for Wii for 200 Wii Points each.

Additionally, fans are now able to choose from more than 150 other downloadable songs or import select songs from *Guitar Hero*(R) *World Tour* and *Guitar Hero*(R) *Smash Hits* to further customize their *Guitar Hero 5* and *Band Hero* set list.

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,

Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. 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 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, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, 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 completing the integration of 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 the risk factors section of 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.

A(C) 2009 Activision Publishing, Inc. Guitar Hero and Activision are registered trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

"PlayStation" is a registered trademark of Sony Computer Entertainment America Inc. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies. Wii is a trademark of Nintendo. All rights reserved.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved