



College Basketball Fever Strikes Guitar Hero® Metallica® With Bob Knight, 'Coach K,' Rick Pitino and Roy Williams

--Activision Pays Tribute to Four of the Most Successful College Basketball Coaches Who Star in New Television Ad Campaign

SANTA MONICA, Calif., March 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc.'s (Nasdaq: ATVI) [Guitar Hero](#)(R) makes a slam dunk with the latest installment of the "Risky Business"- inspired advertising campaign featuring four of the best-known national collegiate basketball coaches of all time and their surprise encounter with world-famous rock band Metallica. The ad is an extension of the "Risky Business"- inspired Guitar Hero campaign that pays tribute to the famous lip- and guitar-syncing scene that appeared in the popular film "Risky Business." The ad will highlight the coaches jamming on instruments from Guitar Hero(R) Metallica(R) to the song "Old Time Rock and Roll," performed by Bob Seger.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090330/LA90568>)

The commercial, airing now and throughout the men's college basketball playoffs and championship game, features the all-time leader in college basketball coaching wins Bob Knight gripping the mic, arch rivals Duke University Coach Mike Krzyzewski ("Coach K") and University of North Carolina Coach Roy Williams sharing duties on the guitar, and former NBA coach and current University of Louisville Coach Rick Pitino dominating the drums. During their performance, the men are confronted by legendary rock band, Metallica, who are unimpressed by the coaches' rock and roll fantasy.

The new spot joins the popular "Risky Business" advertising series directed by Brett Ratner. New York Yankees third baseman Alex Rodriguez, Los Angeles Lakers guard Kobe Bryant and supermodel Heidi Klum are just a few of the celebrities that have starred in "Risky Business" Guitar Hero spots inviting and inspiring others to unleash their inner rock star. The series of ads have been viewed more than 5 million times on You Tube.

The commercials were created and produced by advertising agency Crispin Porter + Bogusky and H.S.I. Productions, through a licensing agreement with Warner Bros. Consumer Products.

"The last few 'Risky Business' ads were such a hit with Guitar Hero fans as it showed that even celebrities have rock and roll fantasies," said Brett Ratner. "This time around, we thought we'd turn the tables and put the spotlight on some atypical Guitar Hero fans, four of the most well-known collegiate basketball coaches. I think fans will be very surprised by their shredding skills off the court."

"Guitar Hero is more than just a video game, it is a pop culture phenomenon that has truly taken the entertainment industry by storm," said Brad Jakeman, Chief Creative Officer of Activision Publishing. "The 'Risky Business' ads work so well because they bring together pop icons from different worlds - music, films, professional sports, fashion and - now - college basketball. Metallica is one of the most popular bands in history and are known for the intensity of their playing and the passion of their fans. Matching them with these iconic college basketball coaches is both unexpected and perfectly natural. College basketball fans are among the most passionate fans out there and these four coaches are symbols of this season's intensity and success."

Beginning March 29, fans can "Ride the Lightning" with musical icons Metallica and more than 20 other rocking acts in an all new Guitar Hero experience - Guitar Hero Metallica. Players will enter the world of Lars Ulrich, James Hetfield, Kirk Hammett and Robert Trujillo and experience the intensity and skill of one of the greatest bands of all time. Shred on guitar, rip on drums and wail on the mic to a set list featuring over 45 explosive hits from Metallica's illustrious career and a wide variety of other legendary artists personally selected by the band, such as Alice In Chains, Foo Fighters and Queen. Fans will be able to rock as Metallica while performing in venues reminiscent of the band's epic album covers, themes from their music and real world locales.

Guitar Hero is redefining the way we experience music through innovation and creativity that provides new ways for fans to experience their favorite music and introduces new music to millions of fans. In 2009, Guitar Hero is introducing new music genres and new products that will excite existing fans and invite more people to the Guitar Hero franchise.

Guitar Hero Metallica is developed by Neversoft Entertainment for the Xbox 360(TM) video game and entertainment system

from Microsoft and the PLAYSTATION(R)3 computer entertainment system. The Wii(TM) version is being developed by Vicarious Visions. The PlayStation(R)2 computer entertainment system version is being developed by Budcat. The game is rated "T" for Teen by the ESRB. For more information on Guitar Hero Metallica, please visit <http://metallica.guitarhero.com/>.

Activision Publishing Broadcast Media Center

Members of the media can visit Activision Publishing's Broadcast Media Center to download broadcast quality video and web-ready video and high-resolution images. Members of the media using Pathfire can take advantage of a Pathfire enabled video download.

The commercial, along with sound bites and behind-the-scenes b-roll footage of the making of the commercial are available for download.

Broadcast Media Center: <http://usngondemand.com/index.php>

About Activision Publishing

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

Activision Publishing 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 Publishing and its products can be found on the company's website, www.activision.com.

About Brett Ratner Brands

Brett Ratner Brands is a consulting company that provides brands with new ways to market their products and services in entertaining ways. Based in Los Angeles, it is the brainchild of acclaimed director and producer Brett Ratner.

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