



## DJ Jazzy Jeff Brings the DJ Hero™ Party to Life With His Turntable Skills and Likeness

SANTA MONICA, Calif., July 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- DJ Jazzy Jeff, GRAMMY(TM) Award winning hip-hop and R&B record producer, actor and world famous turntablist will ascend to the virtual stage this fall in Activision Publishing, Inc. (Nasdaq: ATVI) and Guitar Hero's highly anticipated video game DJ Hero(TM). In addition to joining the distinguished rank of playable characters that will appear in the game, including DJ Shadow, DJ Z-Trip, Grandmaster Flash, DJ AM and others, DJ Jazzy Jeff will shake the room and bring the party to life with his own set list featuring two exclusive mixes hand created by the legend himself - Tears for Fears "Shout" vs. Eric B. & Rakim "Eric B. Is President" and LL Cool J "Rock the Bells" vs. The Arambee Pop Symphony Orchestra "Bittersweet Symphony."

"I am very, very excited DJ culture is finally getting its due. To have a song in DJ Hero is a dream come true; to be a character someone can pick up the controller and select you and play is probably the biggest thing to happen to me in my career," said DJ Jazzy Jeff. "Music is so much a part of everyone's life, DJ Hero is going to appeal to almost everybody."

Expanding upon the revolutionary easy to pick up/challenging to master gameplay mechanics developed and refined in Guitar Hero(R), DJ Hero delivers an all-new interactive music experience that allows players to rule the party and not only experience, but to hear music in an all-new way. With over 100 individual songs, highlighted in over 80 unique never-before-released mixes that blend genres of music, including hip-hop, R&B, pop, rock and electronica, DJ Hero delivers the most diverse and international collection of music ever assembled in a music game by incorporating anthems from legendary artists. Created exclusively for DJ Hero, the turntable controller immerses fans into DJ culture and a sea of music as they utilize and master various DJ techniques including scratching, blending, cross fading and sampling, while leaving room for creative expression with a variety of effects and player chosen samples and scratches, transforming a face in the crowd into the life of the party.

DJ Hero is being developed by FreeStyleGames for the Xbox 360(R) video game and entertainment system from Microsoft, the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems and the Wii(TM) system from Nintendo. The game is not yet rated by the ESRB. For more information about DJ Hero, please visit [djhero.com](http://djhero.com).

For more information on DJ Jazzy Jeff, please visit [djjazzyjeff.com](http://djjazzyjeff.com).

About Activision Publishing, Inc.

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