



DJ Hero® 2 -- The Ultimate Mixer of Music and Friends -- Spins Onto Store Shelves Nationwide

--"Mix 2gether" With 83 Exclusive Mixes Delivering the Best Soundtrack in Entertainment Featuring the Biggest Hits from the Hottest Artists Mixed and Mashed by World Renowned DJ's in an All-New Way -- Limited-Time Gift with Purchase Offers at Various Retailers Include a Turntable Controller Carrying Case/Stand, Free CD and Standalone Copy of DJ Hero(R)

SANTA MONICA, Calif., Oct 19, 2010 /PRNewswire via COMTEX News Network/ -- Now available online and at retail stores nationwide, budding beat chemists, singing sensations and all of their friends will "[Mix 2gether](#)" to experience the best soundtrack in entertainment with **DJ Hero(R) 2**, [Activision Publishing Inc.](#) (Nasdaq: ATVI) today announced. Delivering an all-new, unparalleled music experience with 83 original, exclusive mixes featuring the hottest artists bringing their biggest chart-topping hits - including Eminem's "Not Afraid," Lady Gaga's "Just Dance," Rihanna's "Rude Boy," David Guetta feat. Kid Cudi with "Memories" and B.o.B feat. Bruno Mars with "Nothin' On You" - **DJ Hero 2** will transform ordinary living rooms into the hottest nightclubs. The follow-up to the award-winning, #1 new videogame IP of 2009, **DJ Hero 2** provides the ultimate way for gamers to come together with a host of new multiplayer modes that pit DJ against DJ in unique Battle Mixes, invite vocalists into the spotlight with scoring based on pitch and range detection and bring the party to life with jump-in/jump-out Party Play gameplay.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/activision/46640/>

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To celebrate the launch of **DJ Hero 2**, various retailers nationwide are offering an assortment of limited-time gift with purchase offers including:

- Best Buy - Fans who pick up **DJ Hero 2** at [Best Buy](#) will receive a premium hard-shell turntable carrying case that converts to a performance-ready DJ stand as a gift with the purchase of a **DJ Hero 2** Turntable Bundle or Party Bundle.
- WalMart - At [WalMart](#), consumers that pick up a specially marked **DJ Hero 2** Party Bundle on Wii or Xbox 360 will also receive a copy of *DJ Hero* - giving gamers over 170 mixes in total - while supplies last.
- Amazon - Gamers who purchase **DJ Hero 2** exclusively from [Amazon.com](#) between October 17 at 12:01PM PDT and October 23 at 11:59PM PDT will also receive a copy of Linkin Park's chart-topping new album, *A Thousand Suns* with their copy of the game.*

"With new social game modes, the inclusion of full microphone support, all-new levels of creative freedom and the best soundtrack in entertainment, **DJ Hero 2** is truly an amazing mixer of music and friends," said David Haddad, CEO of *Guitar Hero*. "**DJ Hero 2** further pushes the boundaries of music and gaming by coupling exclusive, original mixes with accessible, innovative gameplay that together will continue to revolutionize the way people experience music."

"With **DJ Hero 2** we wanted to build a game that would bring something new to parties. Something that would be mad fun for two people or a living room full to bursting! It's all about the music," said Jamie Jackson, Creative Director of FreeStyleGames. "We've mixed some of the biggest hits by some of the biggest and most current artists in the industry, be it pop, hip hop or dance and added the *DJ Hero* gameplay with two turntables and a microphone. It is the sequel to last year's big hit and is the sickest party game of 2010!"

Featuring the biggest dance, pop and hip-hop hits by the hottest artists everyone knows and loves remixed by world-class DJ's in an all-new way, the game's soundtrack delivers 83 unique creations only available in **DJ Hero 2**. Further immersing players into the music, the game offers a heightened level of creative input and allows everyone to add their own touch, directly impacting the beats they're spinning with freestyle scratching, crossfading and sampling. The game will also feature an all-new career-based Empire Mode where players start out as an up-and-coming DJ on the road to becoming the head of a major entertainment empire, all of which is founded solely on their success as a DJ.

Available now, **DJ Hero 2** invites a wave of new digital disc jockeys to the turntables as the game is available in a Party Bundle which will include a copy of the game, two turntable controllers and a microphone, offering the ultimate "party-in-a-box." Gamers who experienced *DJ Hero*, the #1 new videogame intellectual property of 2009, can pick up **DJ Hero 2** as a Turntable Bundle featuring one turntable controller and a copy of the game or as standalone software. The game was developed by FreeStyleGames for the Xbox 360(R) video game and entertainment system from Microsoft, the PLAYSTATION(R)3 and the Wii (TM) system from Nintendo. The game is rated "T" (Teen - Mild Suggestive Themes, Lyrics) by the ESRB. For more information about **DJ Hero 2**, please visit www.djhero.com, www.facebook.com/djhero and www.twitter.com/djhero.

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Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, 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.

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