



World Renowned DJs, Producers and Remixers to Bring Turntable Talents to DJ Hero® 2

--A-Trak, Diplo, DJ Jazzy Jeff, DJ Shadow, DJ Z-Trip and The Scratch Perverts Join All-Star Cast of DJs Creating Exclusive Mixes for 2010's Best Soundtrack in Entertainment --The 11 Exclusive Mashups Mixed and Produced by the Turntable Legends Also Unveiled

SANTA MONICA, Calif., Sept 15, 2010 /PRNewswire via COMTEX News Network/ -- The growing crew of turntable legends bringing mixes exclusively to [Activision Publishing, Inc.'s](#) (Nasdaq: ATVI) **DJ Hero(R) 2** continues to expand with the addition of six of the hottest DJs cutting up vinyl and producing smooth grooves and slick beats from around the world. Joining the mix and making their debut performance are A-Trak and Diplo, while DJ Jazzy Jeff, DJ Shadow, DJ Z-Trip and The Scratch Perverts return to the *DJ Hero(R)* franchise for encore sets.

"Our recipe for creating such an amazing soundtrack is simple; we work with the most talented DJs from around the world to mix and mash the hottest tracks dominating radio airwaves and club sound systems," said Dan Neil, Music Director, FreeStyleGames. "Alongside our hugely talented DJ team here at FreeStyleGames, we've worked with visionaries like Shadow, Z-Trip and Diplo to deliver the best soundtrack in entertainment."

The speaker-blaring remixes each have created for the game are:

Produced and Mixed by A-Trak:

- Naughty By Nature - "O.P.P." Mixed With Jackson 5 - "ABC"
- Justice - "D.A.N.C.E." Remix

Produced and Mixed by Diplo:

- Kanye West - "Heartless" Mixed With DJ Shadow - "Midnight In A Perfect World"
- Major Lazer feat. VYBZ Kartel - "Pon De Floor" Mixed With Harold Faltermeyer - "Axel F"

Produced and Mixed by DJ Jazzy Jeff:

- Busta Rhymes - "Put Your Hands Where My Eyes Can See" Mixed With M|A|R|R|S - "Pump Up The Volume"

Produced and Mixed by DJ Shadow:

- Young Jeezy ft. Kanye West - "Put On" Mixed With DJ Shadow feat. Q-Tip and Lateef - "Enuff (DJ Fresh Remix)"
- Kanye West - "Love Lockdown" Mixed With Metallica - "The Day That Never Comes"

Produced and Mixed by DJ Z-Trip:

- Missy Elliott - "Get Ur Freak On" Mixed With Dillinja and Skibadee - "Twist 'Em Out"
- Afrika Bambaataa and The Soul Sonic Force - "Planet Rock" Mixed With The Crystal Method - "Busy Child (Still Busy After All These Years Remix)"

Produced and Mixed by The Scratch Perverts:

- The Chemical Brothers ft. Q-Tip - "Galvanize" Remix
- The Prodigy - "Omen" Mixed With Orbital - "The Box"

The ultimate mixer of music and friends, **DJ Hero 2** will deliver the definitive way for players to come together and party with a host of new multiplayer modes - including DJ Battles that pit DJ against DJ in mixes produced specifically for battle gameplay - and invite vocalists into the spotlight with integrated on-screen singing and rapping of lyrics and rhymes while bringing the party to life with jump-in/jump-out Party Play gameplay. 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.

Dropping on October 19, **DJ Hero 2** will invite a wave of new digital disc jockeys to the turntables as the game will be available as 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(R)**, 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 is in development 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.

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, 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, 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 (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the other factors identified in the risk factors sections 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.

DJ Hero and Activision are registered trademarks of Activision Publishing, Inc.

"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.

Copyright (C) 2010 PR Newswire. All rights reserved