



## **Multi-Grammy Award-Winning Artists Sting and Tool to Rock in Guitar Hero(R) World Tour**

### **Police Frontman/Bassist Sting to Lend Voice and Likeness; Rockers Tool Bring Three Popular Tracks and Band-Designed Venue to the Game**

SANTA MONICA, Calif., Sept 05, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Rock and roll legend Sting and progressive metal pioneers Tool are making their video game debuts, contributing more than just music, in Activision Publishing, Inc.'s (Nasdaq: ATVI) Guitar Hero(R) World Tour.

In what will be the largest collection of artists ever to appear in a Guitar Hero game, singer-songwriter, actor, author, activist and lead singer/bassist of The Police, Sting will add his voice and likeness as an in-game character. Aspiring frontmen can take the stage as Sting throughout their vocal career or play alongside him as he performs one of The Police classics, "Demolition Man."

Hugely popular alternative metal band Tool, known for their epic, intense musical arrangements and killer visual arts, will also soon be known for their contribution to the upcoming Guitar Hero World Tour. Guitar Hero fans from all over the world will be able to rock out to "Parabola" and Grammy-award winning "Schism" from Tool's critically-acclaimed 2001 album Lateralus in addition to "Vicarious" from their 2006 Grammy-award winning album 10,000 Days. The game will also feature an all-new venue designed in collaboration with the band and highlighting the art style that has become a staple in their music videos, live shows and album artwork.

When the house lights go down this fall, a new generation of guitarists, drummers and fearless frontmen will come together and rock with Guitar Hero World Tour. The latest installment in the #1 best-selling video game franchise of 2007, Guitar Hero World Tour transforms music gaming by expanding Guitar Hero's signature guitar gameplay into a cooperative band experience that combines the most advanced wireless controllers with new revolutionary online\* and offline gameplay modes including Band Career and 8-player "Battle of the Bands," which allows two full bands to compete head-to-head online for the first time ever. The game features a slick newly redesigned guitar controller, drum kit controller and a microphone, as well as an innovative Music Studio music creator that lets players compose, record, edit and share their own rock 'n' roll anthems. Music creators will also be able to share their recordings with their friends online through GHTunes(SM) where other gamers can download and play an endless supply of unique creations.

Guitar Hero World Tour is being developed by Neversoft Entertainment for the Xbox 360(R) video game and entertainment system from Microsoft and 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 World Tour, please visit <http://www.guitarhero.com>.

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 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, <http://www.activision.com>.

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\*Online gameplay is only available for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION (R)3 computer entertainment system and Wii(TM) and may require an additional subscription.

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