



## Free Downloadable Content Now Available for DJ Hero® 2 and Guitar Hero®: Warriors of Rock Presented by Coca-Cola®

**2010's Best Soundtrack in Entertainment Expands with Downloadable Mixes Featuring Hit Music from World's Hottest DJ and Producer, Tiesto**

**My Chemical Romance Celebrates the Launch of Their New Album, *Danger Days: The True Lives of the Fabulous Killjoys*, by Bringing Four Tracks to the Guitar Hero® Music Library**

SANTA MONICA, Calif., Nov. 23, 2010 /PRNewswire/ -- Starting today, and free for one week in the U.S. via redemption code while supplies last\*, Activision Publishing Inc.'s (Nasdaq: ATVI) **DJ Hero® 2** and **Guitar Hero®: Warriors of Rock** have joined with Coca-Cola to bring gamers exclusive downloadable content from world-renowned talents Tiesto and My Chemical Romance.

Budding beat chemists, singing sensations and their friends can expand their **DJ Hero 2** sets with three exclusive mixes featuring hit music from the world's hottest DJ and Producer with the Tiesto Mix Pack Presented by Coca-Cola.

### Tiesto Mix Pack Presented by Coca-Cola:

- "Traffic" Mixed With "Louder Than Boom"
- "Feel It In My Bones" ft. Tegan & Sara
- "Knock You Out" ft. Emily Haines Mixed With "Young Lions"

Axe shredding rockaholics, fearless frontmen, and beat laying drummers can help celebrate the recent launch of *Danger Days: The True Lives of the Fabulous Killjoys*, the newest album from Reprise Records, My Chemical Romance, by jamming out to the four song My Chemical Romance Track Pack. The track pack, which contains a track off their new album, will feature the following hit songs:

### My Chemical Romance Track Pack

- "Bulletproof Heart"
- "Helena"
- "Teenagers"
- "Welcome To The Black Parade"

The Tiesto Mix Pack Presented by Coca-Cola is available on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft, the PlayStation®Store for PlayStation®3 computer entertainment system and as downloadable singles for Wii™ for free from November 23 through November 29. The My Chemical Romance Track Pack is available on Xbox LIVE Marketplace for Xbox 360 for free from November 23 through November 29. Gamers can obtain downloadable content redemption codes for both packs, while supplies last, through [www.mycoke.com/guitarhero](http://www.mycoke.com/guitarhero) and [www.mycokerewards.com](http://www.mycokerewards.com). For more information and details on redemption, please visit [www.djhero.com](http://www.djhero.com) or [www.guitarhero.com](http://www.guitarhero.com).

Additionally, the My Chemical Romance Track Pack will be available on Xbox LIVE Marketplace for Xbox 360 for 600 Microsoft Points, on the PlayStation®Store for PlayStation 3 system for \$7.49 and for Wii for 750 Wii Points™. All songs in the track pack will also be released as downloadable singles for Xbox 360 for 160 Microsoft Points, PlayStation 3 system for \$1.99 and Wii for 200 Wii Points each. In addition to the in-game music store and Xbox LIVE Marketplace for Xbox 360, Xbox 360 owners can expand their **Guitar Hero®** music library using the **Guitar Hero VIP Pass Music Store**, available exclusively on Xbox LIVE®. For more information about **Guitar Hero: Warriors of Rock** and its entire line-up of downloadable songs and disc imports, please visit [www.guitarhero.com](http://www.guitarhero.com).

Beginning November 30, the Tiesto Mix Pack Presented by Coca-Cola will be available on Xbox LIVE Marketplace for Xbox 360 for 640 Microsoft Points, on the PlayStation®Store for the PlayStation 3 system for 7.99 and as downloadable singles for Wii for 300 Wii Points each. For information on how to connect your console and access **DJ Hero** downloadable content, please visit: <http://www.djhero.com/en-us/education/download>.

## **About Tiesto**

Tiesto is the world's largest DJ, whose musical achievements are unsurpassed. Currently on his Kaleidoscope World Tour, which is the biggest DJ-only tour in history, Tiesto is playing a 14 month long schedule with over 150 dates across 6 continents to an unprecedented 1,000,000+ people.

Inspired by the likes of Pink Floyd, his arena sized shows feature music which he writes and produces, including current hits with Nelly Furtado, Jonsi from Sigur Ros, Tegan & Sara, Three 6 Mafia and Calvin Harris. Also a renowned remixer, Tiesto's touch has been demanded by the likes of Muse, Britney Spears, Justin Timberlake and Goldfrapp. He has been nominated for a Grammy, performed at the opening ceremony of the Athens Olympics with music he composed especially for the occasion, wowed the rock festival crowds at Coachella and Bonnaroo and currently has songs charting across the globe. He is, in short, the biggest DJ the world has ever seen.

## **About DJ Hero 2**

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.

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 Xbox 360, the PlayStation 3 system and the Wii 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](http://www.djhero.com), [www.facebook.com/djhero](http://www.facebook.com/djhero) and [www.twitter.com/djhero](http://www.twitter.com/djhero).

## **About Guitar Hero: Warriors of Rock**

In **Guitar Hero: Warriors of Rock**, join with friends on an epic rock journey to save rock. Featuring an impressive 90+ track set list, a totally redesigned rock-inspired guitar controller and a host of all-new gameplay features, living room legends and their friends can strum, drum and wail in the most immersive music videogame experience to date. Delivering the quintessential rock music collection that focuses on guitar shredding hits from bands such as Black Sabbath, Slipknot and Megadeth and larger-than-life band anthems from Queen, Muse and KISS, players can unleash more rewards and unlockable content than ever before in **Guitar Hero: Warriors of Rock's** Quest Mode, the franchise's first ever story-based mode, and Quickplay+, which invites challenge-starved fanatics to test their rock skills. Running on the powerful **Guitar Hero** engine that has been expanded and refined and with encores from the critically-acclaimed and fan favorite gameplay features that made **Guitar Hero** one of the most popular franchises of all-time -- such as Party Play, Competitive modes and any combination of up to four instruments -- the game offers a complete interactive and connected experience bringing friends and foes to the stage in the ultimate rock music experience.

Available now, **Guitar Hero: Warriors of Rock** was developed by Neversoft Entertainment for Xbox 360 and the PlayStation 3 system and by Vicarious Visions for the Wii system from Nintendo. The game is rated "T" (Teen — Lyrics, Mild Fantasy Violence and Mild Suggestive Themes) by the ESRB. For more information about **Guitar Hero: Warriors of Rock**, downloadable content and disc imports, please visit [GuitarHero.com](http://GuitarHero.com), [facebook.com/guitarhero](http://facebook.com/guitarhero) and [twitter.com/guitarhero](http://twitter.com/guitarhero).

## **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola®, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero™, vitaminwater®, Powerade®, Minute Maid®, Simply® and Georgia®. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.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 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](http://www.activision.com).

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\*The My Chemical Romance Track Pack will only be free for Xbox 360.

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