



Shred, Drum and Wail in Guitar Hero(R) World Tour Live Weekend on Xbox LIVE(R) Marketplace

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Activision Publishing, Inc. (Nasdaq: ATVI) today announced an exclusive Xbox LIVE(R) online entertainment network weekend for their smash-hit Guitar Hero(R) World Tour. Starting November 27, 2008, players 14 years of age or older will be able to participate in a number of exciting online activities to determine who is truly the top Guitar Hero(R) rocker, such as:

- Xbox All Nighter - Thursday, 11/27, from dusk until dawn
- Play & Win Sweepstakes - Friday, 11/28, through Saturday, 11/30
- Game with Developers - Saturday, 11/30 from 2:00 - 5:00pm PST

Throughout the weekend, guitarist, drummers and vocalists who register and play the Guitar Hero World Tour multiplayer (co-op) session can also win special prizes, such as a Samsung television home theater package, collector's edition Guitar Hero World Tour drum sticks, 1GB memory sticks and Guitar Hero portable USB/battery powered speakers.

Highlighting the weekend's activities, on Sunday, November 30 from 5:00pm - 8:00pm EST, virtual musicians will have the opportunity to prove their rock god skills online against none other than Neversoft Entertainment, the creators of Guitar Hero World Tour. For those up for the challenge, be on the look-out for the following development team Gamertags:

- GHDevTina - Producer
- GHDevLee - Associate Producer
- GHDevCorey - Production Coordinator
- GHDevAnthony - Midi Designer
- GHDevChris - Midi Designer
- GHDevJason - Lead Animator
- GHDevZack - Junior Programmer
- GHDevJosh - Jr. Sound Designer
- GHDevKristina - Mocap Supervisor
- GHDevJustin - Mocap Tech
- GHDevAdry - QA Tester
- GHDevBrandon - QA Tester
- GHDevTravisR - QA Tester

More details on registering for Guitar Hero World Tour Xbox LIVE weekend and information regarding terms, conditions, and official rules are available through the official event page: <http://www.xbox.com/guitarheroworldtour>. Open registration will begin when the site goes live and will end at 11:59pm EST on November 30, 2008.

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 wired 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 now available for the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system. The Wii(TM) home video game system from Nintendo version is developed by Vicarious Visions. The PlayStation(R)2 computer entertainment system version is developed by Budcat. The game is rated "T" for Teen by the ESRB. For more information on Guitar Hero World Tour, please visit worldtour.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 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 and its products can be found on the company's website, 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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