



Photos: Daft Punk to Make Their Video Game Debut in DJ Hero™

Legendary Electronic Music Duo To Lend Unique Likenesses and Massive Variety of Music Exclusively to the Game

SANTA MONICA, Calif., Sept 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- For the first time ever in a video game, GRAMMY(R) Award winning DJ's and producing duo, Daft Punk, will start the party right with Activision Publishing, Inc.'s (Nasdaq: ATVI) DJ Hero(TM) on October 27, 2009. Featuring 93 exclusive on-disc mixes from some of the biggest acts in hip-hop, pop, rock and dance, players will be able to test their DJing chops as virtual recreations of the renowned twosome and experience their iconic sounds in eleven original mixes, including two signature "Megamixes," using their music. Among the mixes in the game featuring Daft Punk are:

- Daft Punk "Around the World" vs. Young MC "Bust A Move"
- Daft Punk "Da Funk" vs. NASA "Strange Enough ft. Karen O, ODB and Fatlip"
- Daft Punk "Da Funk" vs. Queen "Another One Bites the Dust"
- Daft Punk "Robot Rock" vs. Hashim "Al-Naafiysh (The Soul)" -- Produced and mixed by The Scratch Perverts
- Daft Punk "Robot Rock" vs. Queen "We Will Rock You"
- Daft Punk "Short Circuit" vs. Boogie Down Productions "Jack Of Spades"
- Daft Punk "Technologic" vs. Gary Numan "Cars"

- Daft Punk "Television Rules The Nation" vs. No Doubt "Hella Good"

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/djhero/40030/>

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"Partnering with Daft Punk is a rare opportunity in any medium and we are extremely honored to have worked with them so closely on integrating into DJ Hero in such a compelling way," said Tim Riley, Vice President of Music Affairs for Guitar Hero(R). "This is the first time in a video game that fans will have this kind of direct interaction with Daft Punk while also experiencing never-before-released mixes that feature some of their most popular tracks. It's amazing working with Daft Punk as they are the quintessential electronic music act known around the world for their unique style and music."

Expanding upon the revolutionary easy to pick up/challenging to master gameplay mechanics developed and refined in Guitar Hero, DJ Hero delivers an all-new interactive music experience that allows players to start the party and not only experience, but to hear music in an all-new way. With over 100 individual songs, highlighted in 93 unique never-before-released mixes that blend genres of music, including hip-hop, pop, rock and dance, DJ Hero delivers the most diverse and international collection of music ever assembled in a music game by incorporating anthems from legendary artists. Created exclusively for DJ Hero, the turntable controller immerses fans into the DJ culture and a sea of music as they utilize and master various DJ techniques including scratching, crossfading and sampling, while leaving room for creative expression with a variety of effects and player chosen samples and scratches, transforming a face in the crowd into the life of the party.

DJ Hero is being developed by FreeStyleGames for the Xbox 360(R) video game and entertainment system from Microsoft, the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems 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, please visit djhero.com, [facebook.com/djhero](https://www.facebook.com/djhero) and twitter.com/djhero. To pre-order DJ Hero, check out djhero.com/buy.

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distributor of interactive entertainment and leisure products.

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