



The Scratch Perverts and DJ Yoda Provide Exclusive Mixes for DJ Hero™

SANTA MONICA, Calif., Aug 12, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The growing crew of turntable legends bringing mixes exclusively to DJ Hero(TM) continues to build with the addition of The Scratch Perverts, winners of the inaugural DMC World Team Championship in 1999, and hip hop turntablist DJ Yoda, one of today's hottest DJs tearing it up on the ones and twos.

The Scratch Perverts, a UK-based crew comprised of scratch masters Tony Vegas, DJ Primecuts and Plus One, have spun five mixes including:

- Common - "Universal Mind Control (UMC)" vs. Masta Ace - "Jeep A** Gutter"
- Eric B. & Rakim - "Eric B. Is President" vs. M.I.A. - "Paper Planes"
- Noisia - "Groundhog" (Beat Juggle)

DJ Yoda has created two mixes that will appear on-disc when DJ Hero drops this October:

- The Jackson 5 - "I Want You Back" vs. Gang Starr - "Just to Get a Rep"
- Little Richard - "Tutti Frutti" vs. Shlomo - "Beats"

Expanding upon the revolutionary easy to pick up/challenging to master gameplay mechanics developed and refined in Guitar Hero(R), 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 authenticity of DJ culture and a sea of music as they utilize and master various DJ techniques including scratching, blending, cross fading 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, and twitter.com/djhero. To pre-order DJ Hero, check out djhero.com/preorder.

For more information on The Scratch Perverts, please visit www.myspace.com/scratchperverts. For more information on DJ Yoda, please visit www.djyoda.co.uk.

For DJ Hero assets featuring The Scratch Perverts and DJ Yoda mixes, please visit redoctane.us/press/djhero/video.html (login: presspass; password: jimihendrix).

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, Russia, Japan, 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 (including next-generation hardware), 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 and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in completing the integration of the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in the risk factors section 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.

(C) 2009 Activision Publishing, Inc. Guitar Hero and Activision are registered trademarks and DJ Hero is a trademark of Activision Publishing, Inc.

"PlayStation" and the "PS" Family logo are registered trademarks 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 and Nintendo DS are trademarks of Nintendo. (C) 2006 Nintendo. All rights reserved.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved