



Activision Publishing Unveils Star-Studded Television Ads Promoting the Highly Anticipated **Guitar Hero® World Tour** Launch

Brett Ratner to Direct Series of Celebrities in "Risky Business"-Inspired Spots; First Commercial Features Kobe Bryant, Alex Rodriguez, Tony Hawk and Michael Phelps

SANTA MONICA, Calif. - Oct. 24, 2008 - Activision Publishing, Inc.'s (Nasdaq: ATVI) [Guitar Hero®](#) is putting famous fans front and center in its television ads for the October 26 release of **Guitar Hero® World Tour**, the latest installment in the #1 best-selling video game franchise of 2007. Paying tribute to the famous lip- and guitar-syncing scene that appeared in the popular film "Risky Business," each ad will highlight different celebrities jamming on instruments from **Guitar Hero World Tour** to the song "Old Time Rock and Roll," performed by Bob Seger.

The first commercial, which debuts today, features Kobe Bryant rocking the mic, Alex Rodriguez and Michael Phelps dancing while ripping it up on the exhilarating new guitars, and Tony Hawk sliding in on a skateboard to play the drums. The new commercials are an extension of the "Risky Business"-inspired **Guitar Hero** ads starring American Idol season seven-winner David Cook and runner-up David Archuleta that aired during the American Idol season finale on May 21, 2008. Brett Ratner, who directed the American Idol contestants in the earlier **Guitar Hero** spots, is back on board to inspire others to unleash their inner rock star. The commercials were produced by advertising agency DDB and H.S.I. Productions.

"With the first 'Risky Business' ads we wanted to excite fans by combining two pop culture sensations to create something even bigger," said Brett Ratner. "Those commercials were such a hit with **Guitar Hero** fans we decided to give them the same iconic 'living room rock star' moment they love, but as experienced with the new full band version of the game and with an entirely new cast of characters."

"**Guitar Hero** is loved by people of all ages and it has truly become a part of pop culture," said Robert Kotick, CEO of Activision Blizzard. "To appeal to the multi-generational **Guitar Hero** fans out there, we tapped a wide range of athletes, actors and supermodels to unleash their inner rock stars and live out their rock and roll fantasies. This is only the first star-studded **Guitar Hero World Tour** commercial with many more to come."

Beginning October 26, a new generation of guitarists, drummers and fearless front men will come together to rock with **Guitar Hero World Tour**, which transforms music gaming by expanding **Guitar Hero's** signature guitar gameplay into a cooperative band experience. 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.

Additionally, **Guitar Hero World Tour** offers the most expansive set list and is sure to have something for everyone. Fans of all ages can strum, drum and sing their way through more than 86 master recordings including favorites by Jimi Hendrix, The Doors, Van Halen, Metallica, Ozzy Osbourne, Linkin Park, Michael Jackson and more.

Guitar Hero World Tour is being developed by Neversoft Entertainment for the Xbox 360 video game and entertainment system from Microsoft and PLAYSTATION3 computer entertainment system. The Wii version is being developed by Vicarious Visions. The PlayStation®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://worldtour.guitarhero.com/>.

Activision Publishing Broadcast Media Center

Members of the media can visit Activision Publishing's Broadcast Media Center to download broadcast quality video, web-ready video and high-resolution images. Members of the media using Pathfire can take advantage of a Pathfire enabled video download.

The first commercial, along with sound bites and behind-the-scenes b-roll footage of the making of the commercial are available for download.

Broadcast Media Center: <http://usngondemand.com/index.php>

About Activision Publishing

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, www.activision.com.

About Brett Ratner Brands

Brett Ratner Brands is a consulting company that provides brands with new ways to market their products and services in entertaining ways. Based in Los Angeles, it is the brainchild of acclaimed director and producer Brett Ratner.

About DDB

DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to Advertising Age. DDB also has been frequently ranked as the most awarded agency network in the world by Creativity magazine and The Gunn Report, among others. With more than 200 offices in over 90 countries, the DDB group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue, influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

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