



English Speed Metal Band DragonForce to Debut New Single as Part of Downloadable Track Pack for Guitar Hero(R) III: Legends of Rock

SANTA MONICA, Calif., Aug 19, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Known for their out-of-control riffs, fast paced songs and twin guitar solos, DragonForce will ascend the virtual stage once again to unleash "Heroes of Our Time" -- the debut single off their new album Ultra Beatdown -- in a three-song track pack for Activision Publishing, Inc.'s (Nasdaq: ATVI) Guitar Hero(R) III: Legends of Rock. The DragonForce track pack will be available on August 21, 2008 giving gamers the unique opportunity to download and play "Heroes of Our Time" in advance of the album release.

After experiencing the furious fret work of "Through the Fire and Flames," Guitar Hero(R) fans will have their shredding skills pushed to the limit with "Revolution Deathsquad" and "Operation Ground and Pound" from their third album Inhuman Rampage, in addition to "Heroes of Our Time," which will set players' fingers ablaze as they try to keep up with some of the most challenging riffs to date.

The three-song DragonForce Track Pack will be available for download on Xbox LIVE(R) Marketplace for Xbox 360(R) video game and entertainment system from Microsoft and in the PLAYSTATION(R)Store for the PLAYSTATION(R)3 computer entertainment system on August 21, 2008.

Guitar Hero III: Legends of Rock offers the ultimate rock experience with new wireless guitars, freshly added content and features including a multiplayer action-inspired battle mode, grueling boss battles, a host of exclusive unlockable content and visually stunning rock venues. Expanded online multiplayer modes allow axe-shredders worldwide to compete head-to-head for true rock status as they riff through a star-studded soundtrack including master tracks by legendary artists such as Aerosmith, Guns 'N' Roses, The Rolling Stones, Beastie Boys, Rage Against the Machine and Pearl Jam, as well as original songs by guitar icons Slash and Tom Morello. Guitar Hero III: Legends of Rock is now available and is rated "T" for Teen by the ESRB. For more information visit <http://community.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 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, <http://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 help 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 of Activision Publishing's titles, shifts in consumer spending trends, 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 and third-party developers, 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 integrating 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. Other such factors include additional risk factors identified in 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.

Guitar Hero(R) III: Legends of Rock (C) 2007 Activision Publishing, Inc. Guitar Hero and Activision are registered trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

"PlayStation", "PLAYSTATION" and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. Used with Permission. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX