



Activision Responds to Gibson Guitar Corporation's Lawsuit against Retailers

SANTA MONICA, Calif., Mar 20, 2008 (BUSINESS WIRE) -- The following statement was released today by Activision, Inc. in response to media and other inquiries related to Gibson Guitar Corporation's lawsuit against retailers:

Gibson's lawsuit is a transparent end run around an impartial court that Activision asked on March 11 to rule on patent assertions that Gibson knows have no merit. Our Guitar Hero retailing partners have done nothing wrong. We will confront this and any other efforts by Gibson to wrongfully interfere with Activision's relationship with its customers and its consumers.

As Activision noted in its filing, Gibson waited three years to make its patent allegations, and only did so after it became clear that Activision was not interested in renewing its marketing and support agreement with Gibson. Activision continues to believe that Gibson's claims are disingenuous and lack any justification.

SOURCE: Activision, Inc.

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