



## **Guitar Hero(R) 5 Prepares for Launch Supported by Hugh Hefner and a Host of Playboy Playmates Starring in Latest Version of 'Risky Business' Ad Series**

### **Activision Rolls-out its Latest Television Ad Starring Head Banging Beauties Performing for Legendary Playboy Mogul, Hugh Hefner**

SANTA MONICA, Calif., Aug 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc.'s (Nasdaq: ATVI) Guitar Hero(R) 5 will launch next week with a variety of today's hottest bands and classic tracks and innovative new features that make it the most exciting and accessible Guitar Hero(R) game yet. Helping celebrate the game's launch are Playboy Founder Hugh Hefner and ten Playboy Playmates who are starring in a sexy new ad campaign that highlights how the game lets fans rock any way they want and includes a limited time two-for-one offer of the unreleased Guitar Hero(R) Van Halen(R) game with every purchase of Guitar Hero 5. The ad is part of the high-profile launch of Guitar Hero 5 and highlights how the game lets fans rock any way they want and showcases the beautiful Playmates jamming to Bob Seger & the Silver Bullet Band's "Old Time Rock and Roll" in the Playboy Mansion while Hefner enjoys the show. The ad is an extension of the "Risky Business"- inspired Guitar Hero campaign that pays homage to the famous lip- and guitar-syncing scene that appeared in the popular film "Risky Business."

The commercial spot features Hugh Hefner, Playboy's Founder and Editor-in-Chief, with girlfriends Crystal Harris and twins Karissa and Kristina Shannon along with a bevy of beautiful Playmates, including Tiffany Fallon, 2005 Playmate of the Year and Kara Monaco, 2006 Playmate of the Year. During the ad, the Playmates are doing some serious finger fretting in their signature "Risky Business" attire while Hefner, in his iconic pajamas and smoking jacket, enjoys his personal jam session.

The Guitar Hero 5 ad is the latest spot to be directed by acclaimed film director Brett Ratner and joins the popular "Risky Business" Guitar Hero advertising series. The ad campaign, which kicked off in 2008, has included notable athletes, celebrities and TV personalities.

"Playboy and Rock & Roll have been intimately interconnected since I started the magazine in 1953," said Playboy Founder Hugh Hefner. "Guitar Hero combines rock and roll with iconic Playboy Playmates and the Playboy Mansion to create one of the sexiest ads ever made."

"Guitar Hero and Playboy reflect the lifestyles and fantasies of today's pop culture, so bringing them together is as natural as rock stars dating Playmates," said Brett Ratner. "Plus, who could resist putting Playmates into the Risky Business signature wardrobe of a pink shirt and socks."

"Guitar Hero is more than just a video game, it is an entertainment platform that gives fans of all ages and backgrounds a truly fun, new way to experience their music," said Brad Jakeman, Chief Creative Officer of Activision Publishing, Inc. "The 'Risky Business' ads continue to work so well because fans can't get enough of seeing their favorite celebrities doing their own entertaining rendition of the famous 'Risky Business' scene. Playboy is recognized worldwide as a pop culture symbol of fun and entertainment; it's only natural for Hugh and the Playmates to be the next faces of the ad campaign."

The ads were created and produced by advertising agency Crispin Porter + Bogusky and H.S.I. Productions, through a licensing agreement with Warner Bros. Consumer Products.

Beginning September 1, living room legends will rock any way they want in Guitar Hero 5. Players take complete control as Guitar Hero 5 allows gamers to personalize and customize how they experience music with any in-game instrument combination to genre-defining hits from some of the biggest rock artists and bands of all time, including Tom Petty, Kings of Leon, The White Stripes, Stevie Wonder, Iron Maiden and Vampire Weekend. With the game's all-new Party Play Mode, players can now jump in or drop out of gameplay seamlessly, without interrupting their jam session - providing unmatched social gameplay.

Guitar Hero 5 is being developed by Neversoft Entertainment for the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system, and by Vicarious Visions for the Wii(TM) system from Nintendo. Budcat is developing Guitar Hero 5 for the PlayStation(R)2 computer entertainment system. The game is rated "T" for Teen (Mild Lyrics, Mild Suggestive Themes) by the ESRB. For more information about Guitar Hero 5, please visit [www.GuitarHero.com](http://www.GuitarHero.com).

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

The 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, 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, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, [www.activision.com](http://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.

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