



RedOctane(R) Unveils Guitar Hero(TM) Wireless Guitar Controller

Aspiring Rock Stars Now Able to Perform Their Sets Unplugged

SUNNYVALE, Calif., Oct 27, 2006 (BUSINESS WIRE) -- RedOctane(R), a leading rhythm-action videogame publisher, and a wholly owned subsidiary of Activision, Inc. (Nasdaq:ATVI), today announced that starting this Fall fans will be able to shred with a wireless guitar controller that will be compatible with Guitar Hero(TM) and Guitar Hero II(TM) on the PlayStation(R)2 computer entertainment system. The wireless guitar controller will be available starting in November at a suggested retail price of \$59.99.

Displaying a new glossy white finish, the wireless guitar controller will provide Guitar Hero fans a thrilling experience of rocking out like never before. While utilizing the same innovative features and quality of the wired Guitar Hero SG(R) Controller, the opportunity to pull off killer riffs and five star performances will allow players to continue fulfilling their ultimate rock star fantasy.

"RedOctane has long been committed to offering high-quality videogame accessories for gamers," said Dusty Welch, head of publishing at RedOctane. "Being able to give our fans an option to rock the wireless guitar controller was definitely a priority for us, and it'll provide another exciting experience for players to achieve rock star status!"

Guitar Hero II, the sequel to the critically-acclaimed Guitar Hero franchise, features a brand new and expanded track list of over 60 songs, along with more rock venues, characters, guitars, and play modes. Guitar Hero II introduces an innovative co-op mode that will encourage a greater rock band experience by providing the ability to either play the lead, and bass or rhythm guitar tracks.

A limited-edition Guitar Hero II t-shirt is now available for consumers that pre-order the game through RedOctane's online store: www.redoctane.com/store.html. Rated "T" for Teen by the ESRB, Guitar Hero II is scheduled for its next rock star performance November 7th on the PlayStation 2. For more information about Guitar Hero II, please visit www.guitarherogame.com.

About RedOctane

RedOctane, Inc. is a publisher and developer of interactive entertainment software, hardware and accessories. The company offers its interactive entertainment products in versions that operate on the PlayStation(R)2 computer entertainment system console from Sony Computer Entertainment, Xbox(TM) video game system from Microsoft, and on personal computers ("PC"). RedOctane's leading software product offerings include Guitar Hero(TM) for the PlayStation 2. RedOctane also designs, manufactures, and markets high quality video game peripherals and accessories and has won awards for the Ignition(R) Dance Pad and the Guitar Hero SG(R) Controller. Headquartered in Sunnyvale, California, RedOctane is a wholly-owned subsidiary of Activision, Inc (Nasdaq:ATVI). More information about RedOctane and its products can be found on the company's website, which is located at www.redoctane.com.

The statements made in this press release that are not historical facts are "forward-looking statements". These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, changes in consumer preferences related to music-based games, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

-- Guitar Hero Wireless Guitar Controller is compatible with Guitar Hero I and Guitar Hero II games for PlayStation(R)2 only, but is not endorsed or licensed by Sony Computer Entertainment Inc. Games are sold separately.

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SOURCE: RedOctane, Inc.

For gaming media inquiries:

RedOctane, Inc.

Tracie Snitker, 209-586-1495 ext. 104

tsnitker@redoctane.com

Bryan Lam, 408-481-9121 ext. 143

blam@redoctane.com

or

For consumer media inquiries:

Bender Helper Impact

Lilit Baron, 310-694-3102

Lilit_Baron@bhimpact.com

Alison Kurtz, 310-694-3109

Alison_Kurtz@bhimpact.com

Chrystina Woody, 310-694-3149

Chrystina_Woody@bhimpact.com

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