



## Activision Announces Legendary Guns N' Roses Vet and Velvet Revolver Frontman Slash to Appear in Guitar Hero(TM) III: Legends of Rock

### Activision Rocks E3 2007 Media and Business Summit with Blockbuster Line-up of Games

SANTA MONICA, Calif., Jul 10, 2007 (BUSINESS WIRE) -- Activision, Inc. (Nasdaq:ATVI) today announced that legendary guitar hero Slash will provide an original track and appear as a boss battle character in Guitar Hero III: Legends of Rock, delivering wannabe rock stars the chance to shred against the music icon. Additionally, Guns N' Roses' rock anthem hit "Welcome to the Jungle" will be included in the game's robust soundtrack that also features master tracks by such renowned rock bands as The Rolling Stones, Beastie Boys, Muse and Pearl Jam. Guitar Hero III: Legends of Rock is slated for release this fall.

Activision also confirmed the company's E3 videogame line-up, which includes Bee Movie(TM) Game, based on the upcoming computer-animated comedy from DreamWorks Animation, Call of Duty(R) 4: Modern Warfare(TM), id Software's Enemy Territory: QUAKE Wars(TM), Guitar Hero(TM) III: Legends of Rock, Spider-Man: Friend or Foe(TM) and Tony Hawk's Proving Ground.

"Guitar legend Slash, combined with Guitar Hero III: Legends of Rock's robust soundtrack and innovative new game features, will continue to solidify the brand's leadership in the rhythm-action genre," said Robin Kaminsky, executive vice president of Activision Publishing. "Additionally, our diverse and well-rounded E3 portfolio underscores Activision's continued commitment to building brands that appeal to global audiences and delivering top-quality games that delight fans worldwide."

Activision's Game Line-Up Includes:

**Bee Movie(TM) Game** - Based on the upcoming DreamWorks Animation movie written, produced by and starring Jerry Seinfeld due out this fall, Bee Movie(TM) Game lets players race, chase and fly their way through an adrenaline-fueled world of adventure as they experience the hilarious antics of Barry B. Benson, a dynamic and daring bee who knows there is more to life than making honey. (Xbox 360(TM) video game and entertainment system from Microsoft, Wii(TM) home video game system from Nintendo, PlayStation(R)2 computer entertainment system, Games for Windows(R) and Nintendo DS(TM); not yet rated by the ESRB).

**Call of Duty(R) 4: Modern Warfare(TM)** - The new action-thriller from the award-winning team at Infinity Ward delivers the most intense and cinematic action experience ever. Call of Duty 4: Modern Warfare arms gamers with an arsenal of advanced and powerful modern day firepower and transports them to the most treacherous hotspots around the globe to take on a rogue enemy group threatening the world. As both a U.S. Marine and British S.A.S. soldier fighting through an unfolding story full of twists and turns, players use sophisticated technology, superior firepower and coordinated land and air strikes on a battlefield where speed, accuracy and communication are essential to victory. The epic title also delivers an added depth of multiplayer action providing online fans an all-new community of persistent, addictive and customizable gameplay. (PLAYSTATION(R)3 computer entertainment system, Xbox 360(TM) video game and entertainment system from Microsoft and PC; not yet rated by the ESRB). For handheld fans, Call of Duty(R) for Nintendo DS(TM), from n-Space, brings the signature Call of Duty chaos of battle to the DS in a parallel modern day storyline packed with intense combat action (not yet rated by the ESRB).

**Enemy Territory: QUAKE Wars(TM)** - Executive produced by id Software and developed by Splash Damage, Enemy Territory: QUAKE Wars is the ultimate team and objective-based multiplayer experience. A first-person, strategic-action shooter set within the epic QUAKE(R) universe in the year 2065, Enemy Territory: QUAKE Wars pits Earth's Global Defense Force against the technologically-advanced, alien Strogg invaders. Built on id Software's new MegaTexture(TM) rendering technology and featuring stunning battlefields inspired by locations around the world, persistent character promotions, offline gameplay with bots, specialized character classes and abilities, and the universe's most powerful weapons and vehicles, Enemy Territory: QUAKE Wars transports players to the frontlines of an epic new war for Earth. (PC, Xbox 360(TM) video game system from Microsoft, and PLAYSTATION(R)3 computer entertainment system; the game is rated "T" for Teen by the ESRB.)

**Guitar Hero(TM) III: Legends of Rock** - Fire up the fretboard, crank up the amp and get ready to rock like never before. Guitar Hero III: Legends of Rock drops you into the spotlight of the largest and most legendary rock concert ever. The star-studded soundtrack includes master tracks by such legendary artists as Guns N' Roses, The Rolling Stones, Beastie Boys, Muse and Pearl Jam, with added songs as made legendary by Kiss, Alice Cooper and Heart. Now drop that air guitar, tune your exclusive new Les Paul Guitar Controller and shred the night away with Guitar Hero III: Legends of Rock. (Xbox 360(TM) video game system from Microsoft, Wii(TM) home video game system from Nintendo, and PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems; not yet rated by the ESRB).

Spider-Man: Friend or Foe(TM) - Spider-Man: Friend or Foe challenges players to defeat and then join forces with notorious movie nemeses including Doc Ock, Green Goblin, Venom and Sandman, and other classic Spider-Man characters. Players will embark on a global quest to overcome an evil threat, by controlling Spider-Man(TM) and one of numerous Super Hero or Super Villain sidekicks, as they master unique fighting moves and styles while switching between characters to execute team combos and defeat foes. Spider-Man: Friend or Foe features a unique co-op mode in which a friend can join the game at any time and take control of Spidey's sidekick as they battle through the game side-by-side and replay favorite levels. (Xbox 360(TM) video game system from Microsoft, Wii(TM) video game system from Nintendo, PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R) Portable) system, Nintendo DS(TM) and Games for Windows(R); not yet rated by the ESRB).

Tony Hawk's Proving Ground - In the largest and deepest Tony Hawk game yet, gamers are now in total control of their skating destiny in Tony Hawk's Proving Ground. Set in the streets of Baltimore, Philadelphia and Washington, D.C., the title empowers players with the freedom to define their character, story, abilities and style based on the choices they make, the paths they select and the style of skating they want. The game delivers deeper customization than ever before, including a full-featured video editor to create epic skate videos and a completely customizable online Skate Lounge, where players can skate with friends in the ultimate pad. (Xbox 360(TM) video game system from Microsoft, Wii(TM) video game system from Nintendo, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems and the Nintendo DS(TM); not yet rated by the ESRB).

For assets and more information on Activision's E3 videogame line-up, please visit [www.activision.e32007.com](http://www.activision.e32007.com).

#### About DreamWorks Animation SKG

DreamWorks Animation SKG (NYSE: DWA) is devoted to producing high-quality family entertainment through the use of computer-generated (CG) animation. Utilizing world-class creative talent and state-of-the-art technological capabilities, the company is committed to making two computer-animated feature films a year that appeal to a broad movie-going audience.

#### About id Software

id - Freud's primal part of the human psyche and one of the hottest game shops on Earth - has been rocking the gaming world from Mesquite, Texas since 1991. As a renowned leader in the industry, id Software forged such frenetic titles as Wolfenstein 3D(R), DOOM(R), DOOM II(R), QUAKE(R), QUAKE II(R), QUAKE III Arena(R), QUAKE 4(R), Return to Castle Wolfenstein(R), DOOM 3(R), and Enemy Territory: QUAKE Wars(TM). With intense graphics and mind-blowing action, id's games have helped redefine the modern video game, continually setting industry standards for technology and gameplay. Check out more about id Software at [www.idsoftware.com](http://www.idsoftware.com).

#### About Splash Damage Ltd

Based in London, England, Splash Damage Ltd is an independently-owned game development studio dedicated to the design and development of multiplayer games utilizing id Software's engine technology. Splash Damage made its name developing id Software's Wolfenstein: Enemy Territory - winner of multiple 'Game of the Year' awards and a British Academy Award Nomination. Formed in 2001 from key members of the online QUAKE III Arena(R) mod-making community, Splash Damage is honoured to maintain an exclusive relationship with id Software, as both their mentors and Executive Producers. Splash Damage is also proud to have contributed to the commercial releases of Return to Castle Wolfenstein(R): Game of the Year Edition, and DOOM 3(R). Check out more about Splash Damage at [www.splashdamage.com](http://www.splashdamage.com).

#### About Spider-Man Merchandising, L.P.

Spider-Man Merchandising, LP, the limited partnership comprised of Marvel Entertainment, Inc. and Sony Pictures Consumer Products Inc., oversees the licensing and merchandising activities for Columbia Pictures' Spider-Man(TM) feature films and animated series all based on the Marvel character.

#### About Tony Hawk, Inc.

Tony Hawk, Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, the company is organized into five segments: Merchandising, Events, Endorsements, Film and Digital Media. These lifestyle sports include skateboarding, BMX, Motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboard hard goods, lifestyle apparel, toys, publications and more.

#### About Activision

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.5 billion for the fiscal year ended March 31, 2007.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Scandinavia, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's World Wide Web site, which is located at [www.activision.com](http://www.activision.com).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the special sub-committee of independent directors established in July 2006 to review Activision's historical stock option granting practices, the board and Activision; the outcome of the inquiry opened by the SEC in July 2006 and the derivative litigation filed in July 2006 against certain current and former directors and officers of Activision relating to Activision's stock option granting practices, and the possibility that additional claims and proceedings will be commenced, including additional stockholder litigation, employee litigation, and additional action by the SEC and/or other regulatory agencies. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, without limitation, other litigation (unrelated to stock option granting practices), sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options, foreign exchange rate changes, and the risks identified in Activision's most recent annual report on Form 10-K/A and recent reports on Form 8-K. The forward-looking statements in this release are based upon information available to Activision as of the date of this release, and Activision assumes no obligations to update any such forward-looking statement. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and may cause actual results to differ materially from our current expectations.

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