



## Guitar Hero(R) Becomes First Videogame to Surpass One Million Facebook Fans

SANTA MONICA, Calif., Oct 26, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc.'s (Nasdaq: ATVI) *Guitar Hero(R)* is the first console videogame franchise to surpass 1 million Facebook fans demonstrating the global appeal and passion for the brand that is quickly becoming the next platform for experiencing music and social interaction.

*Guitar Hero* is the #1 best-selling third party video game franchise in North America and Europe calendar year to date. Since its release, the franchise has sold more than 38 million units worldwide, including more than 7 million units in calendar 2009 alone, according to The NPD Group, Charttrack and GfK.

*Guitar Hero 5(R)* was released on Sept. 1 to critical acclaim for its music variety, innovative gameplay and empowering fans to rock anyway they want with all-new features that make it the most social and interactive *Guitar Hero* game ever. *Official Xbox Magazine* said, "This is the *Guitar Hero* game to own" while AOL GameDaily said, "*Guitar Hero 5* feels just fresh as it did when the series debuted on the PlayStation 2."

*Guitar Hero*'s Facebook community can come together at the social networking site to get the latest information on *Guitar Hero* games and the artists in the games, as well as share their favorite artists, songs, and *Guitar Hero* experiences. Facebook fans also gain access to exclusive information and content on past, current and future games.

Living room legends can now rock any way they want to a variety of iconic rock music in *Guitar Hero 5*. The entire set list is at players' fingertips from the start, featuring genre-defining hits from some of the biggest rock artists and bands of all time, including The Rolling Stones, The White Stripes, Kings of Leon, Tom Petty, Bob Dylan and Vampire Weekend. Players take complete control as *Guitar Hero 5* allows gamers to personalize and customize how they experience music by being able to play with any controller combination -- multiple vocalists, guitarists, bassists and drummers, in any game mode. With the game's all-new Party Play Mode, getting the band back together has never been easier. Players can now jump in or drop out of gameplay seamlessly, without interrupting their jam session. Elevating the *Guitar Hero(R)* series to new heights with unmatched social gameplay, an enhanced style, new in-game artists and more rock legends, *Guitar Hero 5* features new surprises and challenges that will fire-up long-time fret board fanatics and create a new generation of addicts.

### *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, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](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 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 levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, 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, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, 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 completing the integration of 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, and the other factors identified in the risk factors section of 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.

A(C) 2009 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.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved