

**FOR IMMEDIATE RELEASE**

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**R.E.M., BLIND MELON, METALLICA, AND CLASSIC ROCK  
ANTHEMS HEADLINE LAUNCH WEEK LINEUP FOR *GUITAR HERO®*  
*WORLD TOUR***

**SANTA MONICA, CA - October 9, 2008** - With music ranging from one of the first and most influential alternative rock bands, R.E.M., to the timeless GRAMMY® award-winning rock anthem “Jessie’s Girl” by Rick Springfield, [Activision Publishing, Inc.](#) (Nasdaq: ATVI) today announced a rich and diverse lineup of launch week downloadable content for the highly-anticipated ***Guitar Hero® World Tour***. Available exclusively on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft for two weeks starting October 30, the R.E.M. Track Pack features three songs, which can also be downloaded as singles, from the band’s newest album, *Accelerate*, “Horse to Water,” “Man-Sized Wreath” and “Supernatural Superserious.”

Available at the launch of ***Guitar Hero World Tour*** is the Classic Rock Track Pack that offers fans three rocking party anthems “Rock and Roll Band” by Boston, “Hot Blooded” by Foreigner and “Jessie's Girl” by Rick Springfield, also available for download individually.

Created specifically for ***Guitar Hero World Tour***, the Guitar Duels, original compositions by Ted Nugent and Zakk Wylde, will be available for free at launch to download and play outside of the Career.

The 1990's era-defining "No Rain" by alternative rock group Blind Melon will be available as downloadable content during the launch week of ***Guitar Hero World Tour***. The breakthrough single off the band's quadruple platinum, self-titled album reached No. 1 on the U.S. Mainstream Rock and U.S. Modern Rock charts and firmly planted the group in 1990s pop culture.

Fans who have been shredding to Metallica's critically acclaimed *Death Magnetic* on ***Guitar Hero® III: Legends of Rock*** since its day-and-date release with the album need not purchase the album again as it is forward compatible and will integrate seamlessly with ***Guitar Hero World Tour***. The *Death Magnetic* downloadable album, compatible with both ***Guitar Hero III: Legends of Rock*** and ***Guitar Hero World Tour***, will continue to be available for download on Xbox LIVE Marketplace for Xbox 360 and in the PLAYSTATION®Store for the PLAYSTATION®3 computer entertainment.

The R.E.M Track Pack, Classic Rock Track Pack and "No Rain" single will be available for download on Xbox LIVE Marketplace for Xbox 360 and in the PLAYSTATION®Store for the PLAYSTATION®3 computer entertainment.

When the house lights go down on October 26, a new generation of guitarists, drummers and fearless frontmen will come together and rock with ***Guitar Hero World Tour***. The latest installment in the #1 best-selling video game franchise of 2007, ***Guitar Hero World Tour*** transforms music gaming by expanding *Guitar Hero's* signature guitar gameplay into a cooperative band experience that combines the most advanced wireless controllers with new revolutionary online\* and offline gameplay modes including Band Career and 8-player "Battle of the Bands," which allows two full bands to compete head-to-head online for the first time ever. The game features a slick newly redesigned guitar controller, drum kit controller and

a microphone, as well as an innovative Music Studio music creator that lets players compose, record, edit and share their own rock 'n' roll anthems. Music creators will also be able to share their recordings with their friends online through *GHTunes*<sup>SM</sup> where other gamers can download and play an endless supply of unique creations.

***Guitar Hero World Tour*** is being developed by Neversoft Entertainment for the Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system. The Wii™ version is being developed by Vicarious Visions. The PlayStation®2 computer entertainment system version is being developed by Budcat. The game is rated "T" for Teen by the ESRB. For more information on ***Guitar Hero World Tour***, please visit [worldtour.guitarhero.com](http://worldtour.guitarhero.com).

### **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 Publishing and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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\*Online gameplay is only available for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Wii™ and may require an additional subscription.

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