

FOR IMMEDIATE RELEASE

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**GIUITAR HERO® III: LEGENDS OF ROCK CHARITY CHALLENGE TO
BENEFIT STARLIGHT STARBRIGHT CHILDREN'S FOUNDATION**

*Highest Scoring Rockers Win An All-Expense Paid Trip To Southern California For
Tour Of Neversoft's Studio*

SANTA MONICA – April 30, 2008 – Rock out for a good cause! Activision, Inc. (Nasdaq: [ATVI](#)) has partnered with the [Starlight Starbright Children's Foundation](#) to host a *Guitar Hero® III: Legends of Rock* charity challenge benefiting seriously ill children and their families.

Now open for registration at www.GuitarHero.com, fans will compete to get the highest score possible playing Monster's "Matchbook Romance" during the *Guitar Hero III: Legends of Rock* challenge. Activision will donate up to \$55,000 to the Starlight Starbright Children's Foundation by donating up to \$1 for each participant who registers to play in the event, and \$100 for every 1,000 points scored by the challenge's highest individual score. The funds will go directly to Starlight's programs, helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

During the same time period, Activision is also sponsoring a second, private *Guitar Hero III: Legends of Rock* challenge, specifically for the seriously ill teenagers and their siblings that are a part of Starlight's *Starbright World* online community. The highest-scoring rocker from the *Guitar Hero* community and the highest-scoring rocker from the *Starbright World* community, at the close of the competition will receive an all-expense paid trip for two to Southern California and a tour of Neversoft Entertainment – the developers of *Guitar Hero III: Legends of Rock*.

All *Guitar Hero* fans interested in participating should visit www.guitarhero.com before 7:59 PM (EDT) on May 2nd, 2008 to sign-up. Both competitions kick-off at 8:00 PM (EDT) on May 2nd, 2008 and will conclude at 7:59 PM (EDT) on May 5th, 2008.

For additional details on the event, prizing or rules, please visit www.guitarhero.com. For additional information about Starlight's online social network for seriously ill teens and siblings, visit www.starbrightworld.org.

Guitar Hero III: Legends of Rock offers the ultimate rock experience with new wireless guitars, freshly added content and features including a multiplayer action-inspired battle mode, grueling boss battles, a host of exclusive unlockable content and visually stunning rock venues. Expanded online multiplayer modes allow axe-shredders worldwide to compete head-to-head for true rock status as they riff through a star-studded soundtrack including master tracks by legendary artists such as Aerosmith, Guns 'N' Roses, The Rolling Stones, Beastie Boys, Rage Against the Machine and Pearl Jam, as well as original songs by guitar icons Slash and Tom Morello. *Guitar Hero III: Legends of Rock* is now available and is

rated "T" for Teen by the ESRB. For more information visit www.guitarhero.com.

About Activision, Inc.

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, Sweden, 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.

About Starlight Starbright Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Starbright Children's Foundation™ has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in

Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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. Activision 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 help identify forward-looking statements. 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, but are not limited to, 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 recent acquisitions and the identification of suitable future acquisition opportunities the timing and successful completion of the combination of Vivendi Games with Activision, the combined companies' success in executing planned strategies and achieving assumed synergies and cost savings, and foreign exchange rate changes. Other such factors include additional risk factors identified in Activision's most recent annual report on Form 10-K and subsequent quarterly reports on Form 10-Q. 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 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 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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