



Video: Activision's GUITAR HERO(R) METALLICA(R) Explodes Onto Retail Shelves Across North America

--Experience the Intensity of Musical Icons Metallica and Over 20 Other Rockin' Bands in the Newest Entry to the Smash-Hit Franchise

SANTA MONICA, Calif., March 31, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Having pioneered and expanded the heavy metal genre while gaining critical and popular success over the past 25 years, Metallica invites gamers to "Ride the Lightning" with them and over 20 other rocking artists in [Activision Publishing, Inc.'s](#) (Nasdaq: ATVI) latest release -- GUITAR HERO(R) METALLICA(R). Enter the world of Lars Ulrich, James Hetfield, Kirk Hammett and Robert Trujillo and experience the intensity and skill of one of the greatest bands of all time. Shred on the guitar controller, rip on the drum kit controller and wail on the mic to over 45 explosive hits from both Metallica's illustrious career and a variety of other legendary artists selected by the band, such as Alice In Chains, Bob Seger & The Silver Bullet Band, Foo Fighters, Lynyrd Skynyrd and Queen.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/activision/37659/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090331/NY91509>)

"When Guitar Hero came to us with the idea to do a game based on Metallica, we call this a no brainer and said yes very quickly," said Lars Ulrich, drummer for Metallica. "It seemed like the next step -- a whole other platform for musicians to reach an audience. If we talk about this in five years, I think it will turn into an expected way to release music."

"Guitar Hero is a great way for people to experience the music of a band. Not just Metallica, but many bands. It's almost educational in that sense, where people can learn about groups that range from Santana to Lynyrd Skynyrd to Journey," said bassist Robert Trujillo.

"We are extremely excited to partner with Metallica, bringing one of the world's best-selling artists together with one of the biggest video game brands allowing consumers to connect with artists and their music in a uniquely interactive way," said Will Kasso, Head of Publishing for the Guitar Hero franchise. "Guitar Hero Metallica will appeal to a wide range of fans including those of Metallica, rock music, and Guitar Hero as well as introduce the franchise to new audiences."

Guitar Hero Metallica allows fans to "spend an evening with Metallica," and more than 20 other popular artists, while performing in venues reminiscent of their epic album covers, themes from their music and real world locales. Guitar Hero Metallica introduces an all-new Expert+ drum difficulty setting, featuring two bass drum kick pedals that offer an authentic Metallica experience with note-for-note tracking, and Metallifacts, which, after nailing a song, lets players enjoy a virtual concert filled with on-screen facts and trivia about the song being played.

The game is rated "T" for Teen by the ESRB. For more information on Guitar Hero Metallica, please visit guitarherometallica.com.

The PlayStation(R)2 computer entertainment system version will be available in North America in April 2009. All versions of Guitar Hero Metallica will be available in Europe beginning May 2009.

Activision Publishing, Inc. Broadcast Media Center

Members of the media can visit Activision's Broadcast Media Center to download broadcast quality video, web-ready video and high-resolution images. Members of the media using Pathfire can take advantage of a Pathfire enabled video download.

Sound bites, behind-the-scenes and gameplay b-roll footage of Guitar Hero Metallica are available for download.

Broadcast Media Center: www.usngondemand.com/index.php.

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 and its products can be found on the company's website, www.activision.com.

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