



## **The Battle for Earth Begins as TRANSFORMERS: The Game Rolls out to Retail Stores Today**

### **Gamers Control the Outcome of the Planet as They Choose to Protect It as AUTOBOTS or Destroy It as DECEPTICONS**

SANTA MONICA, Calif., Jun 26, 2007 (BUSINESS WIRE) -- The fate of the world is in gamers' hands with the announcement that TRANSFORMERS: The Game from Activision, Inc. (Nasdaq:ATVI), under license from HPG, the licensing division of Hasbro, Inc., has shipped to retail stores nationwide. Timed to the highly anticipated theatrical release of the "TRANSFORMERS" live-action feature film from DreamWorks Pictures and Paramount Pictures, the game allows players to experience the unstoppable power and massive scale of the AUTOBOTS and DECEPTICONS in an epic battle for Earth.

"TRANSFORMERS: The Game lets you choose your side - Autobots or Decepticons - to either protect or destroy Earth," said Will Kasso, senior vice president of global brand management, Activision, Inc. "The game features fully destructible environments, an army of playable characters, split second changes from robot to vehicle form and a storyline that goes beyond the film to include some elements from the property's long history that will also appeal to Generation 1 fans."

"The Activision team has done an outstanding job of replicating the live-action movie scale and realism into TRANSFORMERS: The Game," said Jeff Burdeen, Vice President of Digital Media for HPG. "Across the current and next-generation platforms, gamers will have an awesome TRANSFORMERS experience from the amazing vehicle-to-robot changes to the heart-pounding action."

In TRANSFORMERS: The Game for the consoles and PC, players are presented with dual campaigns as they choose from an unprecedented line-up of characters including OPTIMUS PRIME, MEGATRON, IRONHIDE, STARScream, BUMBLEBEE and more. Gamers must master each character's unique weapons, moves and instantaneous conversions from robot to vehicle mode as they rampage through fully interactive and destructible environments in their quest to protect or destroy Earth.

The Nintendo DS(TM) offers two completely different games, TRANSFORMERS: AUTOBOTS and TRANSFORMERS: DECEPTICONS. Both titles enable players to engage in the "AllSpark Wars" through Nintendo(R) Wi-Fi Connection where they must help their side win the global conflict between AUTOBOTS and DECEPTICONS via daily challenge missions and global player stats comparisons. Each Nintendo DS game features 20 unique story missions plus more than 20 challenge missions as well as local wireless multiplayer modes for up to four players.

The PSP(R) (PlayStation(R) Portable) system version of TRANSFORMERS: The Game features more than 20 playable TRANSFORMERS characters with three combat modes and 19 story-based missions that have players playing both AUTOBOTS and DECEPTICONS as they progress through the game. In addition, gamers can battle in four-player Ad Hoc wireless competitions including Deathmatch, Team Deathmatch, Ascension Rites (king of the hill) and Secure the Energon (capture the flag), in more than 10 multiplayer arenas.

TRANSFORMERS: The Game was developed by Traveller's Tales for the Xbox 360(TM) video game system from Microsoft, PLAYSTATION(R)3 computer entertainment system, Wii(TM) home video game system from Nintendo, PlayStation(R)2 computer entertainment system and PC, and is rated "T" (Teen) by the ESRB. The PSP system version was developed by Savage Entertainment and is currently rated "E 10+" (Everyone 10 and older - Violence) by the ESRB. Two unique games for Nintendo DS, TRANSFORMERS: AUTOBOTS and TRANSFORMERS: DECEPTICONS, were developed by Vicarious Visions and are rated "E 10+" (Everyone 10 and older - Violence) by the ESRB. For more information about the game, visit <http://www.transformersgame.com/>.

TRANSFORMERS: The Game press kit assets are available at <http://pressroom.activision.com> where media can download press materials and art assets.

BradyGames' TRANSFORMERS: The Game Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at [www.bradygames.com](http://www.bradygames.com).

#### **About HPG**

HPG, the licensing division of Hasbro, Inc. (NYSE:HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment

platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

#### About HASBRO

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

#### 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, 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, further action by the Nasdaq Listing and Hearing Review Council relating to the continuation of the listing of Activision's common stock on the Nasdaq market; the completion of work by Activision management and Activision's auditors on the restatement of Activision's financial statements in response to the findings of the special sub-committee of independent directors established in July 2006 to review our historical stock option granting practices; the completion and filing of overdue quarterly reports and amendments to a previously filed quarterly report with the SEC; the further implementation, acceptance and effectiveness of the remedial measures recommended or adopted by the sub-committee, the board and the Activision; the outcome of the informal 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 the Activision relating to the 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 the 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 the Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, the 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 the 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 the 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 the Activision as of the date of this release, and the 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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SOURCE: Activision, Inc.

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