



Activision and GameStop® Launch PROTOTYPE® 2 "Get in the Game" Promotion

Pre-Order Promotion Gives Gamers the Chance to be an In-Game Citizen in PROTOTYPE 2's New York Zero

SANTA MONICA, Calif., Aug. 10, 2011 /PRNewswire/ -- Gamers now have a chance to win their ultimate fantasy with Activision Publishing, Inc.'s (Nasdaq: ATVI) and GameStop's (NYSE: GME), "Get in the Game," pre-order promotion for Radical Entertainment's highly anticipated **PROTOTYPE® 2**.

U.S. and Canadian players, 18 and older, who pre-order **PROTOTYPE 2** at GameStop between now and Sept. 1, 2011 will have the opportunity to go online and enter a random drawing to win a trip for two to Radical Entertainment in Vancouver, Canada and become a character in the upcoming open-world action thriller. To enter the drawing, and for full rules and regulations, go to www.gamestop.com/collection/prototype-2. For Canadian entries, go to www.gamestop.ca/prototype-2.

"Thanks to this great partnership with Activision and GameStop, we have an incredible opportunity to offer gamers something truly unique," said Ken Rosman, Studio Head, Radical Entertainment. "In addition to just seeing themselves in the game, the winners will actually be able to locate their virtual selves and shape-shift Sgt. James Heller into their likeness. Radical wouldn't be where it is today without our fans, and this is just another way for us to thank them for all their support."

The sequel to Radical Entertainment's best-selling open-world action game of 2009, **PROTOTYPE 2** takes the unsurpassed carnage of the original **PROTOTYPE** and continues the experience of becoming the ultimate shape-shifting weapon. As the game's all-new infected protagonist, Sgt. James Heller, players will cut a bloody swathe through the wastelands of post-viral New York Zero (or more simply... NYZ) with unparalleled locomotion, building up a vast genetic arsenal of deadly, biological weapons and abilities as they hunt and consume their way toward the ultimate goal — to kill...Alex...Mercer!

PROTOTYPE 2 is currently in development for Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and the Windows PC. The game is currently rated "RP" (Rating Pending) by the ESRB, with an expected "M" (Mature — Content that may be suitable for persons 17 and older) rating.

For more information about **PROTOTYPE 2**, check out the newly updated official game web site at www.prototypegame.com. And for the truly dedicated, be sure and head over to www.facebook.com/PROTOTYPE and join the **PROTOTYPE** Army — a community of more than 250,000 (and growing) fans that receive constant updates from the team at Radical, and early sneak peeks at new information and assets.

About Radical Entertainment

Radical Entertainment has over a decade of hit titles, including 2009's multi-million-unit-selling **PROTOTYPE**, *The Simpsons Hit & Run*, *The Incredible Hulk — Ultimate Destruction*, *Scarface: The World Is Yours* and more. We treat our properties with the reverence they deserve and gamers demand, and the commitment to our partners and fans continues to set us apart. Our Vancouver-based studio allows Radical Entertainment to bring the talent, tools and technology together to create entertainment that captures the world's imagination. Now owned by Activision Publishing, Inc, Radical is continually ranked as one of the best places to work in B.C., according to BC Business magazine and Watson Wyatt. In 2006-2008 MediaCorp Canada ranked Radical as a Top 100 Canadian Employer, Top 10 Canadian Employer for Young People, and Top 20 B.C. Employer. For more information, please visit www.radical.ca.

About GameStop

GameStop Corp. (NYSE: GME), a Fortune 500 and S&P 500 company headquartered in Grapevine, Texas, is the world's largest multichannel video game retailer. GameStop's retail network and family of brands include 6,573 company-operated stores in 17 countries worldwide and online at www.GameStop.com. Our network also includes: www.Kongregate.com, a leading browser-based game site; Game Informer® magazine, the leading multi-platform video game publication; Spawn Labs, a streaming technology company; and Impulse, Inc., a digital distribution platform available at www.GameStop.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, Norway, Denmark, the Netherlands, Australia, 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.

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