



Transformers™: War for Cybertron Explores a Brand New, Pivotal Chapter in TRANSFORMERS Lore

New Action Game Delves Deep into the TRANSFORMERS Universe, Introduces All-New Visualizations of Iconic Characters in 2010

SANTA MONICA, Calif., Dec 16, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Experience the legendary battle between the AUTOBOTS and DECEPTICONS as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that *Transformers (TM): War for Cybertron* is in development by award-winning High Moon Studios. Based on Hasbro's legendary TRANSFORMERS property, the game takes players to the TRANSFORMERS characters' home planet of CYBERTRON for a new look into the epic story of the grand civil war that spawned one of the most brutal rivalries of all time.

"*Transformers: War for Cybertron* is an origins story, taking players on a gripping, adrenaline-fueled journey that precedes the TRANSFORMERS characters' arrival on Earth," said Rob Kostich, head of marketing, licensed products, Activision Publishing, Inc. "The game transports players to a living, metallic planet where they will battle as giant converting robots in single player, online co-op or head-to-head multiplayer matches that are fully immersive from start to finish."

"For the first time, Hasbro is working with Activision to drive the TRANSFORMERS fiction forward into new story arcs, demonstrating pivotal moments in Transformers history that defined who they are," said Aaron Archer, Senior Design Director, Hasbro. "This remarkable video game helps us to tell a critical event in TRANSFORMERS lore that will be used as canon for future storylines in a way we could have only dreamed of a few years ago. It is a testament to the success of the TRANSFORMERS brand and a key element to the story we look forward to telling in 2010 and beyond."

Transformers: War for Cybertron features two distinct storylines: the AUTOBOT campaign tells a story of heroism to save their home planet against overwhelming odds, and the DECEPTICON campaign tells a story of an unquenchable thirst for power to control the universe. For the first time in a TRANSFORMERS title, fans will be able to play the game with their friends through team-based online co-op, or go head to head in a variety of intense, online multiplayer game modes. The game features a sci-fi art style that introduces to fans the entire living, metallic world of CYBERTRON, as well as all-new visualizations of the iconic TRANSFORMERS characters in their original Cybertronian forms.

Transformers: War for Cybertron is in development for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, Windows PC, Wii(TM) and Nintendo DS(TM), and is not yet rated by the ESRB.

For more information and to receive exclusive updates about the *Transformers: War for Cybertron* video game, visit www.TransformersGame.com.

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Hasbro, Inc. (NYSE: HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. A(C) 2009 Hasbro, Inc. All Rights Reserved.

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