



PROTOTYPE®2 Will Consume New York Comic-Con

Radical Entertainment to Offer First Ever Hands-on Demo Opportunity and Release New CG Trailer, and Reveals PROTOTHINGY

SANTA MONICA, Calif., Oct. 12, 2011 /PRNewswire/ -- Things are about to get 'real' as Activision Publishing, Inc. (Nasdaq: ATVI) confirmed today that **PROTOTYPE®2** — Radical Entertainment's highly anticipated open-world/action thriller — will be playable for the first time ever at New York Comic-Con in the Activision booth (#738). In addition to giving fans a first taste of what **PROTOTYPE 2**'s new shape-shifting protagonist Sgt. James Heller is all about, Radical will also showcase part two of the game's stunning three-part CG trailer series at www.prototypegame.com on Friday, October 14th, and has revealed the innovative online Infected monster creation tool PROTOTHINGY.

"A few months ago, we let our fans see **PROTOTYPE 2** for the first time at San Diego Comic-Con, and now we have put together two great *playable* missions for New York Comic-Con," said Ken Rosman, Studio Head, Radical Entertainment. "The first mission touches lightly on Heller's story, while the other is something we call a 'Rampage Challenge' — where it's all about the action and players can compete for the best score. Both missions will give fans an initial taste of what's in store when the final version of **PROTOTYPE 2** comes out in April next year."

The **PROTOTYPE 2** team will also be hosting a Twitter sweepstakes during New York Comic-Con for a chance to win a one-of-a-kind, James Heller custom-skinned Xbox 360® video game and entertainment system from Microsoft. Users who Tweet any message containing **#PROTOTYPE2** between 12:00 AM (Eastern) Thursday, Oct. 13 through 11:59 PM (Eastern) Sunday, Oct. 16 will be automatically entered into a random drawing to claim the prize. The lucky winner will be announced at midnight on Sunday, Oct. 16. Additionally, the team from Radical will be on-site at the show handing out assorted **PROTOTYPE 2** goodies, including t-shirts, posters, giant foam Heller Blade Arms and more!

Beyond the first-time playable **PROTOTYPE 2** goodness on the show floor at New York Comic-Con, Radical Entertainment is also extremely proud to announce the online Infected monster creation tool PROTOTHINGY — an all-new way to become an even more hardcore **PROTOTYPE** fan. With **PROTOTYPE 2**'s online monster creation tool, users can mix and match from a hilarious library of Infected arms, legs, eyeballs, props and more to piece together their very own Infected beast. Head over to www.facebook.com/prototype to create and upload a unique specimen to the PROTOTHINGY gallery for friends, family and other users around the world to see.

For those unable to make it to New York Comic-Con, or who would like to find out more about **PROTOTYPE 2**, check out www.prototypegame.com for the latest trailers, screenshots, special promotions and more! And for the truly dedicated, go to www.facebook.com/prototype and join the **PROTOTYPE** Army — a community of over 330,000 (and growing) fans that receive constant updates from the team at Radical, and early sneak peeks at new information and assets.

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, kill and consume their way toward the ultimate goal — to kill...Alex...Mercer!

PROTOTYPE 2 is currently in development for Xbox 360, PlayStation®3 computer entertainment system and 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.

About Radical Entertainment

In September 2011, Radical Entertainment celebrated its 20th anniversary in the business of creating hit video games, 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. 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.

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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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