



## **Transformers™: Dark of the Moon™ Video Game Sets the Stage in the Ultimate Battle for Earth**

### **New Game to Feature an Original Prologue Storyline to Upcoming Film and Debut In-Game 'Stealth Force' Conversion Mode**

SANTA MONICA, Calif., Feb. 14, 2011 /PRNewswire/ -- The next colossal entry in the TRANSFORMERS saga on Earth is on the way as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that ***Transformers: Dark of the Moon*** is in development by the critically acclaimed developers at High Moon Studios. Based on Hasbro's legendary TRANSFORMERS property and featuring a brand-new 'Stealth Force' conversion mode, the game thrusts players directly into an original prologue storyline to experience the ultimate battle between the AUTOBOTS™ and DECEPTICONS™ that leads into the summer's most anticipated blockbuster film and reveals another face of evil, SHOCKWAVE.

"We couldn't be more excited to expand on the epic movie universe in the ***Transformers: Dark of the Moon*** game, and allow fans to experience the gripping events and backstories that occur right before the upcoming film," said Paul Wright, Head of Marketing for Licensed Properties, Activision Publishing. "The immensely talented group at High Moon Studios are huge fans of the property, and they are thrilled to unveil some new characters from the movie while introducing Stealth Force gameplay that lets players convert to a third form beyond robot and vehicle modes to defeat their enemies in more ways than ever before."

"Activision continues to deliver outstanding video games based on Hasbro's iconic TRANSFORMERS brand," said Mark Blecher, SVP of Digital Media and Gaming, Hasbro. "We're thrilled to deliver the ***Transformers: Dark of the Moon*** prologue video game to TRANSFORMERS fans around the world in anticipation of the film."

The ***Transformers: Dark of the Moon*** game allows players to fight through the epic battles on Earth that will shape the events of the upcoming film. Armed with a brand-new gameplay mechanic, fans will harness the power of Stealth Force to instantly convert to a third, hybrid state that combines the weapons and firepower of robot mode with the agility and maneuverability of vehicle mode. Set in unique environments around the world such as the Jungles of South America, Siberian military facilities, Detroit Cityscapes and more, the game lets players assume the roles of a diverse roster of everyone's favorite TRANSFORMERS from the movie through a heart-pounding campaign to save mankind. Additionally, fans can play the game with or against their friends through intense, online multiplayer game modes as their favorite iconic characters.

The ***Transformers: Dark of the Moon*** video game is currently in development by High Moon Studios for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system. Behaviour Interactive is developing distinct versions for the Wii™ system, Nintendo DS™ and Nintendo 3DS™ handheld systems.

For more information and to receive exclusive updates about the ***Transformers: Dark of the Moon*** video game, visit [www.transformersgame.com](http://www.transformersgame.com) and [www.facebook.com/transformersgame](http://www.facebook.com/transformersgame).

Paramount Pictures will release the ***Transformers: Dark of the Moon*** movie nationwide on July 1, 2011.

#### **About Hasbro**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

#### **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](http://www.activision.com).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing'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. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

HASBRO and its logo, TRANSFORMERS and all related characters are trademarks of Hasbro and are used with permission. © 2011 Hasbro. All Rights Reserved. Game © 2011 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. All rights reserved.

All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media