



Activision And Hasbro Reveal TRANSFORMERS™: RISE OF THE DARK SPARK™ Video Game For Next Gen And Current Gen Consoles

MINNEAPOLIS, Feb. 17, 2014 /PRNewswire/ -- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), and Hasbro, Inc. (NASDAQ: HAS) today announced **TRANSFORMERS™: RISE OF THE DARK SPARK™** video game complement to Paramount Pictures' upcoming film, *TRANSFORMERS: AGE OF EXTINCTION*, set to release this June. This third-person action adventure video game goes beyond the movie by uniting the universe of director Michael Bay's TRANSFORMERS movies with the ever-popular Cybertron universe. Players will choose from over 40 playable characters from the two different universes as they battle to secure the Dark Spark. **TRANSFORMERS: RISE OF THE DARK SPARK** will be releasing on Xbox One, the all-in-one games and entertainment system from Microsoft, Sony's PlayStation®4 computer entertainment system, Xbox 360 games and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Nintendo's Wii U™ system and the Nintendo 3DS™ handheld system and Windows PC.

"**TRANSFORMERS: RISE OF THE DARK SPARK** is an arc between the Cybertron and Earth based worlds of this popular franchise," remarked Mark Blecher, SVP Digital Gaming & Corporate Development at Hasbro, Inc. "This year marks 30 incredible years of TRANSFORMERS. This game tells another chapter in the TRANSFORMERS story that all fans will love."

Serving as a follow-up to both the upcoming TRANSFORMERS live-action film and Activision's *TRANSFORMERS: WAR FOR CYBERTRON* and *TRANSFORMERS: FALL OF CYBERTRON* titles, **TRANSFORMERS: RISE OF THE DARK SPARK** jumps worlds and factions as it weaves the tale of the hunt for an ancient relic as powerful as the Matrix of Leadership - the Dark Spark. Players will be able to switch between the heroes of the noble AUTOBOTS and the nefarious DECEPTICONS throughout the single-player campaign. Similar to High Moon Studios' *CYBERTRON* entries in the highly regarded series, gameplay features nimble, fast-paced running-and-gunning combat paired with traversal and vehicle action across open battlefields for large-scale, dynamic conflicts.

Players will also see the return of the fan-favorite multiplayer mode, Escalation, which delivers wave-based, survival-style gameplay for up to four players online cooperatively. It features new, upgradeable defense systems, recognizable adversaries from the lore, and an expanded roster of playable characters from past and present. Additionally, an exciting new leveling system transforms single-player and multiplayer into one unified, persistent character development path. Experience earned in any part of the game unlocks potent awards and tactical loadout choices - including new characters, stronger weapons, special abilities and consumable bonuses - for use throughout the entire game.

TRANSFORMERS: RISE OF THE DARK SPARK is currently rated "RP" (Rating Pending) by the ESRB. Be sure to check out the latest information on the game at www.transformersgame.com.

About Hasbro, Inc.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP.

From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications.

Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com. © 2014 Hasbro, Inc. All Rights Reserved.

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