



Activision to Showcase Several of the Most Anticipated Games of the Year at the 2009 E3 Expo

--Company's Powerful Slate Features Infinity Ward's Modern Warfare(R) 2, DJ Hero(TM) and Guitar Hero (R) 5 --For the First Time Attendees Can Play Bizarre Creations' Blur(TM) and Tony Hawk(R): RIDE(TM); and See New Presentations of Marvel(TM): Ultimate Alliance 2, Transformers(TM): Revenge of the Fallen, Wolfenstein(TM), Singularity(TM) and PROTOTYPE(TM)

SANTA MONICA, Calif., May 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Activision Publishing, Inc.](#) (Nasdaq: ATVI) will debut a robust slate of new titles based on some of the largest video game franchises at the 2009 Electronic Entertainment Expo (E3 Expo) taking place at the Los Angeles Convention Center on June 2 - 4, 2009.

Headlining the slate is Infinity Ward's highly anticipated sequel to Call of Duty(R) 4: Modern Warfare(TM), Modern Warfare(R) 2, which is expected to be one of the best-selling games of the year. Additionally, the company will debut its groundbreaking new DJ Hero(TM) game and rock-based title Guitar Hero(R) 5, both of which will once again transform the way consumers enjoy and engage with music by offering the largest array of contemporary artists ever featured in music-based games.

Attendees will also be able to play Bizarre Creations' Blur(TM) which marries intense wheel-to-wheel racing action with spectacular power-ups and real-world cars and locations, as well as Tony Hawk(R): RIDE(TM), which will redefine skateboarding through an innovative motion sensing skateboard controller that allows for unprecedented freedom and movement.

"At this year's E3, we will debut the largest and strongest lineup in our company's history," said Mike Griffith, President and CEO, Activision Publishing, Inc. "Our innovative slate features games based on some of the industry's largest franchises, as well as exciting new offerings in the music, racing and action-sports genres that are poised to redefine the interactive entertainment experience. We are also very excited to showcase two new intellectual properties Singularity(TM) and PROTOTYPE(TM) which are already garnering a tremendous amount of interest and excitement."

Activision's Full E3 Game Slate Includes:

Blur is set to revolutionize the racing genre as the ultimate wheel-to-wheel racing action experience with spectacular power-ups, real-world locations and over 60 licensed cars. The pick-up and play game drops players into heart-pumping, electrified racing action with 20 cars on track all targeting the finish line and battling each other as they trade paint and collect intense power-ups, including the ability to blast other cars out of the way with huge bursts of energy, boost their speed and more. Gamers can also engage in competitive and team-based multiplayer with up to 20 racers online, or on a single console via 4-player split-screen; plus create custom groups to design their own complete game mode. (Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and Games for Windows(R); not yet rated by the ESRB).

In DJ Hero, faces in the crowd are transformed into the life of the party as the game's turntable controller - created exclusively for DJ Hero and featuring familiar DJ tools including a fully-rotating turntable, sample buttons, effects dial and cross fader - immerses fans into the authenticity of DJ culture and a sea of music. (Xbox 360, PLAYSTATION 3 system, PlayStation(R)2 computer entertainment systems and Wii(TM) system from Nintendo; not yet rated by the ESRB).

Guitar Hero 5 features the strongest, most varied set list to-date comprised of master tracks from 85 of the hottest bands of today and the biggest classic acts including Kings of Leon, The Rolling Stones, The White Stripes, Santana, Vampire Weekend, Tom Petty, Johnny Cash, Bob Dylan, plus more than 25 artists from a variety of music genres that will be making their music video game debut. (Xbox 360, PLAYSTATION 3 system, Wii and PlayStation 2 system; not yet rated by the ESRB).

The greatest Super Hero(TM) action/RPG of all time is back with the world's largest army of heroes and villains in Marvel(TM): Ultimate Alliance 2. Incorporating elements of the acclaimed Marvel Civil War storyline, the game allows players to choose their side and team up with revered heroes and villains, including Spider-Man, Wolverine, Hulk, Iron Man, Deadpool, Venom, Green Goblin and Captain America. Players can combine characters' powers and unleash astonishing new attacks. (Xbox 360, PLAYSTATION 3 system, Wii, PlayStation 2 system, PSP(R) (PlayStation(R) Portable) system and Nintendo DS(TM); not yet rated by the ESRB).

On November 10, 2009, Infinity Ward will make its return with the release of Modern Warfare 2, the most-anticipated game of the year and the sequel to the best-selling first-person action game of all time, Call of Duty(R) 4: Modern Warfare(TM), which has sold more than 13 million copies to date. Modern Warfare 2 continues the gripping and heart-racing saga with an unprecedented level of action as players face off against a new threat dedicated to bringing the world to the brink of collapse. (Xbox 360, PLAYSTATION 3 system and Games for Windows; not yet rated by the ESRB).

An all-new, third-person open-world/action game, PROTOTYPE lets gamers feel the power of being the ultimate shape-shifting weapon. You are the PROTOTYPE: Alex Mercer - a genetically mutated man without memory, armed with amazing shape-shifting abilities, hunting your way to discover what created you and determined to make those responsible pay. As Alex, gamers tear through a densely populated contemporary New York City with Parkour-style agility, consuming anybody that gets in their way...assuming their physical identity, memories and abilities. (Xbox 360, PLAYSTATION 3 system and Games for Windows; the game is rated "M" by the ESRB).

Singularity pits shooter and sci-fi fans against a devastating fracture in time. As players attempt to unravel a conspiracy, they must fight their way through ever-shifting epic sci-fi environments, occupied by Russian soldiers and time-ravaged creatures, while sudden time waves hurl them back and forth between 1950 and the present day. Use time as a weapon as you attempt to unravel the mystery and prevent a catastrophic event that threatens all humanity. (Xbox 360, PLAYSTATION 3 system and Games for Windows; not yet rated by the ESRB).

Featuring an innovative skateboard-shaped controller, Tony Hawk: RIDE redefines the sports genre by offering a dynamic hands-free gaming experience. Using full motion sensing technology, players physically control the action by performing various movements and gestures on the board that directly translate into amazing tricks in the game in a variety of settings and half pipes. The new wireless skateboard controller provides an accessible and social gaming experience that allows players to feel what it's really like to skate. Without complex button combinations or analog sticks, gamers can literally step on the board to play the game. (Xbox 360, PLAYSTATION 3 system and Wii; not yet rated by the ESRB).

Based on Hasbro's legendary TRANSFORMERS property and Paramount Pictures and DreamWorks Pictures' upcoming feature film, Transformers(TM): Revenge of the Fallen, the video game thrusts players into a battle for supremacy across the globe as either AUTOBOTS or DECEPTICONS to drive, fly, fight and blast their way through intense, pressure-packed levels. Delivering more control than ever before, players can select from an extremely diverse range of playable TRANSFORMERS characters and jump straight into action as they instantly switch between robot, vehicle and weapon modes to fight for the preservation or annihilation of all mankind. Players can also fight the epic war between the AUTOBOTS and DECEPTICONS online in explosive, multiplayer combat. (Xbox 360, PLAYSTATION 3 system, Wii, PlayStation 2 system PSP system, Nintendo DS and Games for Windows; the game is rated "T" for the console and PC versions and "E10+" for the handheld versions by the ESRB).

Wolfenstein(TM) brings the Nazi's dark obsession with the occult to life, by intertwining fast-paced, intense story-driven combat with a diverse sci-fi experience. As BJ Blazkowicz, a highly decorated member of the Office of Secret Actions (OSA), you are sent on a special mission into the heart of the Third Reich to investigate evidence that the SS hierarchy may possess a new and mysterious power. Wolfenstein is scheduled to be on store shelves on August 4, 2009. (Xbox 360, PLAYSTATION 3 system and Games for Windows; not yet rated by the ESRB; the game is rated "M" by the ESRB).

For assets and more information on Activision's E3 videogame line-up, please visit virtualpressoffice.com/public/kit/activision.

About Bizarre Creations

Bizarre Creations is a medium sized video game developer, based in Liverpool, England. Established in 1994, the company is famed for such high profile franchises as Formula 1, Fur Fighters, Geometry Wars, The Club, and the Project Gotham Racing series. With 160+ staff working out of a custom-built development studio, the company now simultaneously develops several next-gen projects across various platforms.

About Hasbro, Inc.

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>. (C) 2009 Hasbro, Inc. All Rights Reserved.

About id Software

id - defined by Freud as the primal section of the human psyche; id Software, located in Mesquite, Texas, was founded in 1991.

From inception to present day, id Software has relentlessly provided technical, design and artistic leadership as an independent game developer and technology provider. Transcending the games industry, id's iconic brands such as Wolfenstein, DOOM, QUAKE and Enemy Territory have become staples of popular culture for generations of gamers. More information on id Software can be found at www.idsoftware.com.

About Marvel Entertainment, Inc.

Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit www.marvel.com.

About Tony Hawk, Inc.

Tony Hawk, Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, the company is organized into five segments: Merchandising, Events, Endorsements, Film and Digital Media. These lifestyle sports include skateboarding, BMX, Motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboard hard goods, lifestyle apparel, toys, publications and more.

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, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

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