



TRANSFORMERS: FALL OF CYBERTRON Video Game Officially Announced for 2012

Details of Successor to the Critically Acclaimed War for Cybertron Game Revealed in Upcoming Game Informer Magazine Cover Story

SANTA MONICA, Calif., Oct. 6, 2011 /PRNewswire/ -- Gamers will finally experience the epic battles that shaped the history of the AUTOBOTS and DECEPTICONS with the fall 2012 release of Activision Publishing, Inc.'s (Nasdaq: ATVI)

TRANSFORMERS: FALL OF CYBERTRON. Currently in development by the acclaimed team at High Moon Studios, **TRANSFORMERS: FALL OF CYBERTRON** takes fans through the final, darkest hours of the civil war between the AUTOBOTS and DECEPTICONS as they fight for control of their dying planet, ultimately leading to their storied exodus from home.

More information about the upcoming game can be found in the November 2011 cover story of *Game Informer* magazine on sale beginning October 14, which will feature never before seen artwork and dual, limited edition covers. Eager fans can visit www.GameInformer.com for updated news, features, interviews and videos throughout the next few weeks.

"High Moon Studios is an extremely talented development team having raised the bar of gameplay and TRANSFORMERS authenticity in their games," said David Oxford, Executive Vice President at Activision Publishing. "**TRANSFORMERS: FALL OF CYBERTRON** is an extraordinary project both for the studio and the TRANSFORMERS gaming legacy — the stakes are higher and the scale much larger than ever before, and we absolutely cannot wait for fans to see all the new characters and epic action that awaits them."

"Hasbro has worked hand in hand with Activision to create a fully original storyline that details the climactic battles leading to the famed exodus of the TRANSFORMERS characters from CYBERTRON," said Mark Blecher, SVP of Digital Media and Marketing, Hasbro. "Our team at Hasbro is looking forward to exploring and expanding the TRANSFORMERS story again with an incredible blockbuster video game that will blow fans away next year."

For more information and exclusive updates, fans can visit www.facebook.com/transformersgame and follow the team via Twitter [@HighMoonStudios](https://twitter.com/HighMoonStudios).

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. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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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.

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

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