



## Activision Secures All-Star Talent Line-Up For Transformers(TM): Revenge of the Fallen Video Game

### --Shia LaBeouf, Megan Fox, Peter Cullen and Frank Welker Return to Provide Voice-Over Performances

SANTA MONICA, Calif., May 15, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) has assembled an all-star cast for the upcoming Transformers(TM): Revenge of the Fallen video game, including the film's leads Shia LaBeouf and Megan Fox, who will reprise their starring roles in the game, and fan favorites Peter Cullen and Frank Welker, the voices of OPTIMUS PRIME and MEGATRON from the original animated series. In the new game, developed under license from Hasbro, players are thrust into an adrenaline-pumping battle to defend Earth from a DECEPTICON attack that threatens mankind.

"Transformers: Revenge of the Fallen features an extensive line-up of film actors, along with the voice talent that fans will recognize from the classic animated series," said Rob Kostich, head of marketing for licensed properties, Activision Publishing, Inc. "The diverse cast allowed us to not only capture the epic storyline from the film, but also seamlessly expand the fiction to create a unique and authentic TRANSFORMERS experience that fans of all ages will enjoy."

In addition to Shia LaBeouf and Megan Fox, Peter Cullen (Optimus Prime), Mark Ryan (Bumblebee), Jess Harnell (Ironhide), Charles Adler (Starscream) and Robert Foxworth (Ratchet) reprised their film roles for the game. Voice-over veterans John Di Maggio (Sideways) and James Arnold Taylor (The Fallen) also join the roster.

The Transformers: Revenge of the Fallen video game is based on the upcoming live-action feature film from DreamWorks Pictures and Paramount Pictures in association with Hasbro, which opens nationwide on June 24, 2009.\* The game lets players take on the role of their favorite AUTOBOTS(R) or DECEPTICONS(R), picking from the largest, most diverse range of playable Transformers - each with their own distinct abilities and weaponry. Set in unique environments across the globe such as Cairo and Shanghai, the game allows players to instantly switch between vehicle and robot modes as they drive, fly, fight and blast their way through intense, pressure-packed levels. After engaging in single player action, players for the first time ever will be able to go online and battle friends in all-new multiplayer modes.

The Transformers: Revenge of the Fallen video game is currently in development by Luxoflux for the Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system, and is rated "T" (Teen - Mild Language, Violence); the Windows PC version is being developed by Beenox Studios and is also rated "T" (Teen - Mild Language, Violence); the distinct Wii(TM) and PlayStation(R)2 computer entertainment system versions are being developed by Krome Studios and are rated "T" ("Teen" - Fantasy Violence); two unique AUTOBOT(R) and DECEPTICON(R)-specific Nintendo DS(TM) versions are being developed by Vicarious Visions and are rated "E10+" (Everyone 10 and older - Fantasy Violence); the PSP(R) (PlayStation(R)Portable) system version is being developed by Savage Entertainment and is rated "E10+" (Everyone 10 and older - Fantasy Violence).

For more information on the game and to receive exclusive updates about the Transformers: Revenge of the Fallen video game, visit [www.TransformersGame.com](http://www.TransformersGame.com).

\* In the highly anticipated "Transformers: Revenge of the Fallen," debuting June 24, 2009, Sam Witwicky (Shia LaBeouf) again joins with the AUTOBOTS(R) against their sworn enemies, the DECEPTICONS(R). Michael Bay directs from a screenplay written by Ehren Kruger & Roberto Orci & Alex Kurtzman. DreamWorks Pictures and Paramount Pictures Present, In Association with Hasbro, A di Bonaventura Pictures Production, A Tom DeSanto/Don Murphy Production, A Michael Bay Film "Transformers: Revenge of the Fallen" starring Shia LaBeouf, Megan Fox, Josh Duhamel, Tyrese Gibson and John Turturro. The film is directed by Michael Bay from a screenplay written by Ehren Kruger & Roberto Orci & Alex Kurtzman. Based on Hasbro's TRANSFORMERS(TM) Action Figures. Produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. Executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. This film has not yet been rated.

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,

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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 Publishing 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](http://www.activision.com).

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