



Activision Unveils Battle for the AllSpark V2 Online Game on Its Transformers™: Revenge of the Fallen Web Site

SANTA MONICA, Calif., June 4, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision, Inc. (Nasdaq: ATVI) is recruiting gamers to join the battle for world domination in the Battle for the AllSpark V2 web game, available to play now at www.TransformersGame.com, the official web site of the Transformers™: Revenge of the Fallen video game, developed under license from Hasbro, Inc. Fans that answer the call can join the AUTOBOTS(R) or DECEPTICONS(R) and compete in real time challenges online against other players worldwide for control of the AllSpark and the fate of the world.

Players create their very own TRANSFORMERS character, customizing the character to suit their play style. Players then battle online in this game of strategy, choosing from a number of attacks and defenses in real time, round-by-round combat. In addition, secret codes that allow players to upgrade their characters will be hidden online.

"The Battle for the AllSpark V2 delivers even more challenges and fun than before for our ever-growing and fervent TRANSFORMERS gaming community that spawned in 2007 - we are thrilled to invite fans to join the battle again and immerse themselves in the universe prior to the official Transformers: Revenge of the Fallen game launch on June 23," said Rob Kostich, head of marketing for licensed properties, Activision Publishing, Inc. "In Battle for the AllSpark V2, players can play as an AUTOBOT or a DECEPTICON, picking their favorite character and customizing their abilities on their way to global domination online."

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 or DECEPTICONS, 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™ 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™ 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).

* 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™ 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

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 Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

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.

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 help 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 (including next-generation hardware), 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 and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in 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. (C) 2009 Hasbro. All Rights Reserved. (C) 2009 Dreamworks, L.L.C. and Paramount Pictures Corporation. Paramount and the Paramount logo are trademarks of Paramount. TM (C) 2009 Paramount. All Rights Reserved. Game (C) 2009 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, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved

News Provided by COMTEX