



## **TRANSFORMERS(TM): REVENGE OF THE FALLEN Video Game Character and Map Pack Plus AVAILABLE NOW**

### **Megan Fox to Challenge Fans Online Using the New Content on Xbox LIVE New Characters, Maps and More Have Arrived for Fans of the Original TRANSFORMERS Animated Television Series and Recent Blockbuster Films**

SANTA MONICA, Calif., Aug 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The battle for earth rages on as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that the Transformers(TM): Revenge of the Fallen Character and Map Pack Plus is available now for download on Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system. The massive content pack will include eleven playable characters, three all-new maps for online multiplayer game modes, and a brand new "Expert" difficulty setting for the single player campaigns.

Megan Fox, one of Hollywood's most sought after young actresses and star of both the Transformers: Revenge of the Fallen movie and video game, will be on Xbox LIVE(R) online entertainment network on Saturday, August 29 at 3:00 p.m. Pacific Daylight Time to challenge fans in multiplayer matches using the new content.

Fans of the original TRANSFORMERS television series can take a trip down memory lane, as new characters include "Generation One" versions of OPTIMUS PRIME, MEGATRON, STARScream and SUNSTORM, while fans of the blockbuster movies will be excited by the additions of SOUNDWAVE, SIDESWIPE, JAZZ and JETFIRE. In addition, new skins are available for fan-favorite characters including Stealth Colors BUMBLEBEE, "Generation One" Colors RATCHET and "Generation One" Colors SIDESWIPE. All characters can be used in both the single player campaign and multiplayer modes, with the exception of JETFIRE, who is only available in multiplayer.

Additionally, three new multiplayer maps extend the diverse set of battlefields on which players can battle with or against their friends. Courtyard is set on the U.S. east coast, where players battle in a metropolitan setting surrounded by open skies and tall skyscrapers. Hillside takes players to the urban backdrop of Cairo, where players will fight in the war-torn streets and alleyways of a ruined cityscape. Sandstorm transports players to yet another section of Cairo, populated with low buildings and wide-open regions perfect for instantaneous, frenetic action.

For players who have mastered the single-player campaigns, the new "Expert" difficulty mode tests players' skills with more difficult enemies and a whole new set of time challenges, along with corresponding leaderboards. This exciting downloadable content pack also features new Xbox 360 Achievements and PLAYSTATION 3 Trophies.

The Transformers: Revenge of the Fallen Character and Map Pack Plus is currently available on Xbox LIVE(R) Marketplace for the Xbox 360 video game and entertainment system from Microsoft for 800 Microsoft Points and in the PlayStation(R)Store for the PLAYSTATION 3 computer entertainment system for \$9.99.

Transformers: Revenge of the Fallen is rated "T" (Teen - Mild Language, Violence) by the ESRB. For more information on the game, visit [www.TransformersGame.com](http://www.TransformersGame.com).

#### About HASBRO

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#### About Megan Fox

Megan Fox is currently starring in this summer's biggest blockbuster, "Transformers: Revenge of the Fallen". She previously starred in "Transformers" and "How to Lose Friends and Alienate People." Fox will star this September in the dark comedy "Jennifer's Body," written by Academy-Award winner Diablo Cody (Juno). She will be seen next June opposite Josh Brolin, John Malkovich and Michael Fassbender in "Jonah Hex," based on the DC comic and will begin filming this October on "Passion Play"

opposite Mickey Rourke. She is an avid gamer and lends her voice and likeness to the Transformers: Revenge of the Fallen video game.

#### 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 Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, 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](http://www.activision.com).

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