



Activision Reveals PROTOTYPE® 2

Sequel to Radical Entertainment's Best-Selling Open-World Game of 2009 Confirmed, PLUS Original PROTOTYPE Game Now Available for Download!

SANTA MONICA, Calif., Dec. 13, 2010 /PRNewswire/ -- Activision Publishing, Inc. (Nasdaq: ATVI) confirmed today that **PROTOTYPE® 2**, the sequel to Radical Entertainment's original best-selling game of 2009 — *PROTOTYPE* — is currently in development for 2012. **PROTOTYPE 2**'s first official trailer was revealed as a world premiere during this past weekend's Spike TV Video Game Awards 2010 show, where fans of the shape-shifting open-world action franchise got their first glimpse into Sgt. James Heller, and why he is going to destroy *PROTOTYPE*'s original anti-hero, Alex Mercer. For those that missed it, head over to www.facebook.com/prototype to check out the trailer and be sure to become a fan. Gamers should also be on the lookout for the exclusive, in-depth first look preview of **PROTOTYPE 2** in *EGM magazine's* April 2011 issue.

"When *PROTOTYPE* surpassed 2MM units we knew gamers would want a sequel to find out what happens next with Alex Mercer," said Ken Rosman, Studio Head, Radical Entertainment. "The team here at Radical is sincerely grateful to the fans and we are laser focused on delivering an even bigger and better experience with **PROTOTYPE 2!**"

Additionally, for those that missed out on one of 2009's best-selling games, or fans dying to reawaken their shape-shifting skills, Radical Entertainment's original over-the-top action game **PROTOTYPE** is available now for download on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft for \$29.99, and will be available for download on December 14, 2010 on the PlayStation®Store for PlayStation®3 computer entertainment system for \$29.99. Fans of the game at www.facebook.com/prototype will automatically be entered into a random drawing to win a token to download the game for FREE.

PROTOTYPE 2 is currently in development for Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and the Games for Windows®. The game is currently rated "RP" (Rating Pending) by the ESRB, with an expected "M" (Mature — Content that may be suitable for persons 17 and older).

About Radical Entertainment

Radical Entertainment has over a decade of hit titles, including *PROTOTYPE*, *Simpsons Hit & Run*, *Hulk - Ultimate Destruction*, *Scarface: The World Is Yours* and more. We treat our properties with the reverence they deserve and gamers demand, and the commitment to our partners and fans continues to set us apart. Our Vancouver-based studio allows Radical Entertainment to bring the talent, tools and technology together to create entertainment that captures the world's imagination. Now owned by Activision Publishing, Inc., Radical is continually ranked as one of the best places to work in B.C, according to BC Business magazine and Watson Wyatt. In 2006-2008 MediaCorp Canada ranked Radical as a Top 100 Canadian Employer, Top 10 Canadian Employer for Young People, and Top 20 B.C. Employer. For more information, please visit www.radical.ca.

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.

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