



PROTOTYPE®2 Infection is Unleashed Worldwide

The Ultimate Showdown Between Sgt. James Heller and Alex Mercer Begins Today

@Gamer Magazine Gives PROTOTYPE 2 4.5/5 (90%)

PROTOTYPE 2 Awarded 9 out of 10 by Official PlayStation Magazine

PROTOTYPE 2 Receives 93/100 from PlayMania Magazine

Pick Up the Game Today to Receive Free Access to RADNET Edition - Over 55 Pieces of Additional Content While Supplies Last!

SANTA MONICA, Calif., April 24, 2012 /PRNewswire/ -- As Sgt. James Heller would say, "It's \$#&*ing GO TIME!" Today, gamers the world over can head out to local retailers and pick up their copy of **PROTOTYPE® 2** for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system in order to become the ultimate shape-shifting weapon and experience the epic showdown between Sgt. James Heller and Alex Mercer. This highly anticipated sequel to Radical Entertainment's best-selling open-world title from 2009 is set 14-months after the events of the original game, and follows all-new protagonist — Sgt. James Heller — as he sets out to exact revenge against the man he holds responsible for the loss of his loved ones and the world as he once knew it — Alex Mercer. With strong early reviews showing up across the globe — 4.5/5 (90%) from Future Publishing's @Gamer Magazine (U.S.), 9 out of 10 from Official PlayStation Magazine (UK), 93/100 from PlayMania (Spain) — and over 55 pieces of additional RADNET Edition content available for free while supplies last, gamers won't want to miss out on experiencing the [power of revenge](#). **PROTOTYPE 2**, from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI) is rated "M" (Mature — Blood and Gore, Drug Reference, Intense Violence, Sexual Themes, Strong Language — content that may be suitable for persons 17 and older) by the ESRB.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/55806-activision-radical-entertainment-prototype-2-xbox-360-free-access-radnet>

(Photo: <http://photos.prnewswire.com/prnh/20120424/MM90582>)

"April 24th has been a long time coming and we wouldn't have been able to do it without the support of our unbelievably loyal fans," said Ken Rosman, Studio Head, Radical Entertainment. "All of us here at Radical are extremely proud of what we've created with **PROTOTYPE 2** and we hope you all get as much enjoyment from playing it as we had making it...I'll see you on the RADNET leaderboards — Gamertag/PSN username: SuperSangria."

Fans that already pre-ordered **PROTOTYPE 2** or purchase the game during the launch window will gain access to RADNET Edition content via a one-time-use code giving them 55 pieces of additional content for free, delivered for seven weeks post launch*. This weekly scheduled content includes in-game Events, Challenges, Avatar Items, Dynamic Themes and Behind-the-Scenes videos, as well as bonus Mutations for **PROTOTYPE 2's** main story. And those that participate in ALL of RADNET's weekly Challenges and Events will unlock the ultimate shape-shifting reward...the Alex Mercer playable skin. **PROTOTYPE 2's** RADNET Edition content will only be available for free while supplies last so be sure and pick up your copy today! For more information on RADNET, please visit www.radical.ca/radnet or view the trailer at <http://youtu.be/er9XTcft2Mc>.

Additionally, for the most hardcore fans — the ones who finished 2009's original **PROTOTYPE** game multiple times; those who constantly debate whether Mercer or Heller is the more badass character; the ones who are eagerly waiting to jump in feet first and experience all that **PROTOTYPE 2** has to offer, there's the Blackwatch Collector's Edition. This limited edition run of **PROTOTYPE 2** not only contains the above mentioned RADNET Edition content, but also includes our first paid DLC pack — Colossal Mayhem — redeemable on May 8, 2012, plus a voucher code to download Dark Horse's third and final **PROTOTYPE 2** comic — The Labyrinth, as well as our amazing game soundtrack and art book, and 20% off at the **PROTOTYPE** merchandise store where you can pick from an assortment of **PROTOTYPE 2** themed swag — all the accoutrement any hardcore P2 fan could want! Have a look at the Blackwatch Collector's Edition trailer at <http://youtu.be/jjfkRp6LWl4>.

To find out more about **PROTOTYPE 2**, follow us on Twitter at www.twitter.com/radical_ent and check out www.prototypegame.com for the latest trailers, screenshots, special promotions and more! For the truly dedicated, go to www.facebook.com/prototype and join the **PROTOTYPE** Army — a community of over 453,000 (and growing) fans that receive constant updates from the team at Radical, and head on over to www.prototypegame.com/store to get your hands on the newest **PROTOTYPE 2** apparel and merchandise.

PROTOTYPE 2 was developed by Radical Entertainment for the Xbox 360, PlayStation 3 system and Windows PC. The Xbox

360 and PlayStation 3 system RADNET Editions of **PROTOTYPE 2** are available now for a suggested retail price of \$59.99. The Blackwatch Collector's Edition of **PROTOTYPE 2** is available for a suggested retail price of \$79.99. The Windows PC version of **PROTOTYPE 2** will be available at retail on July 24, 2012.

About Radical Entertainment

In September 2011, Radical Entertainment celebrated its 20th anniversary in the business of creating hit video games, including 2009's multi-million-unit-selling *PROTOTYPE*, *The Simpsons Hit & Run*, *The Incredible 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. 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, 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, including statements about the expected release date of **PROTOTYPE 2**, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "will," "plans," "expects," "intends," "anticipates," "future," "plan," "set 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 forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of 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.

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