



Activision and Hasbro Team Up to Create TRANSFORMERS PRIME™ Video Game Based on the Hit Television Series

New Action Brawler Game Planned to Launch this Year Exclusively on Nintendo Platforms

SANTA MONICA, Calif., March 15, 2012 /PRNewswire/ -- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), is bringing the ultimate TRANSFORMERS video game experience to kids of all ages with the **TRANSFORMERS PRIME** video game. Based on the hit animated television show produced by Hasbro Studios and currently airing on The Hub television network in the U.S., the game lets fans play as their favorite AUTOBOT characters and embark on an action-packed adventure to save the earth from the evil MEGATRON and his new secret weapon. Players step into the roles of OPTIMUS PRIME, BUMBLEBEE, ARCEE, AUTOBOT RATCHET, BULKHEAD and more as they explore unique vistas all around the world with brawler-style combat and diverse driving sequences. Along the way, gamers cultivate friendships with Jack, Miko and Raf — the human characters from the show — as Team Prime sets out to protect mankind and eliminate the DECEPTICONS once and for all.

"Hasbro Studios has done a phenomenal job with the **TRANSFORMERS PRIME** television show," said David Oxford, Executive Vice President at Activision Publishing. "We are collaborating closely with the series creators to capture all the adventure, humor and friendships from the show to create an authentic action experience for TRANSFORMERS fans of all ages to enjoy."

"Hasbro is thrilled to be working with Activision again on an exciting new TRANSFORMERS video game," said Mark Blecher, Senior Vice President of Digital Media and Marketing at Hasbro. "The **TRANSFORMERS PRIME** animated series has resonated strongly with kids and fans and we're looking forward to delivering this new way to experience the adventure."

TRANSFORMERS PRIME will hit stores later this year and is being developed exclusively for Nintendo's Wii™ system and the Nintendo 3DS™ handheld system by Now Production (NowPro), and for the Nintendo DS™ handheld system by Altron Corporation. The game has not yet been rated by the ESRB.

For more information and exclusive updates, fans can visit www.TransformersPrimeTheGame.com.

About Hasbro

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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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 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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