



## Activision Publishing Highlights Immersive and Innovative Slate of Video Games at Electronic Entertainment Expo 2012

### Slate Features Three Blockbuster Franchises — Call of Duty®: Black Ops II, Skylanders Giants™ And TRANSFORMERS™: FALL OF CYBERTRON

SANTA MONICA, Calif., June 4, 2012 /PRNewswire/ -- Cutting-edge innovation and experiential digital entertainment will be on display from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), at the 2012 Electronic Entertainment Expo (E3 Expo) taking place at the Los Angeles Convention Center on June 5 — 7, 2012. Highly anticipated and fan-favorite titles **Call of Duty®: Black Ops II**, **Skylanders Giants™** and **TRANSFORMERS™: FALL OF CYBERTRON** lead Activision's line-up of blockbuster titles being showcased in the South Hall, booth #647.

"The level of creativity driving video games has never been greater. Our industry has the greatest talent in the world and E3 gives us all a chance to showcase the innovative titles that will continue to make games the leading form of entertainment today," said Eric Hirschberg, CEO of Activision Publishing. "This year's line-up is one of our strongest, and we can't wait for our fans to see for themselves."

#### Activision's full E3 Slate Includes:

**Call of Duty: Black Ops II** — The most groundbreaking and ambitious Call of Duty to date, **Call of Duty: Black Ops II** pushes the boundaries of the record-setting franchise and will turn the future black for everyone worldwide on November 13th. Set in the year 2025, **Call of Duty: Black Ops II** propels players into a near-future, introducing them to a fiction that is taking root in today's headlines. Advanced weaponry, robotics and drone warfare define the battle space and challenges players to ask, "What happens when someone steals the keys" and turns our greatest strengths into our greatest weaknesses? **Strike Force Levels** bring a fresh take on single-player missions, introducing players to sandbox-style gameplay and branching storylines for the first time in franchise history. With equally ambitious Zombies and multiplayer modes yet to be unveiled, **Call of Duty: Black Ops II** delivers the complete package, offering fans the most expansive **Call of Duty** experience ever. (Developed by Treyarch for Xbox 360™ video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows PC.; not yet rated by the ESRB.)

**Skylanders Giants** — **Skylanders Giants** builds upon the breakthrough fundamentals of the **Skylanders Spyro's Adventure™**—merging the physical and virtual realms with an innovative line of cross-platform toys with "brains," which players everywhere can magically bring to life in the world of Skylands. Using the mystical **Portal of Power®**, players once again lead a team of heroic Skylanders in a new adventure to save their world. Portal Masters will journey through new areas of Skylands, encountering new enemies, solving fun puzzles, overcoming different hazards and obstacles, and finding a variety of collectable rewards and treasure. **Skylanders Giants** introduces sixteen new characters to build on the magic of **Skylanders Spyro's Adventures**, including super-sized giants with powers to match, as well as the new LightCore™ Skylanders that light up in the game and in the real-world as players transport them to Skylands using the **Portal of Power**. Additionally, the game features new Hero Challenges, more Battle Mode gameplay, and advanced integration across console, handheld, mobile and **Skylanders Universe(SM)**. (Developed by Toys for Wii™, Nintendo 3DS™, Xbox 360, PlayStation 3 system, Windows PC and mobile devices; not yet rated by the ESRB.)

**TRANSFORMERS: FALL OF CYBERTRON** — **TRANSFORMERS: FALL OF CYBERTRON** allows players to experience the darkest hours of the war between the AUTOBOTS and DECEPTICONS as they vie for control of their dying home world. Fans will fight through both sides of the TRANSFORMERS' most epic battles that culminate in their legendary exodus from CYBERTRON. With the stakes higher than ever, players will embark on an action-packed journey through massive, war-torn environments designed around each character's unique abilities and alternate forms, including GRIMLOCK's nearly indestructible T-Rex form and the legendary COMBATICONS combining into the colossal BRUTICUS. Taking the franchise's competitive multiplayer to all-new heights, **TRANSFORMERS: FALL OF CYBERTRON** lets fans go head-to-head in blistering AUTOBOT vs. DECEPTICON matches after creating their own unique characters with the most in-depth, advanced customization ever before seen in a TRANSFORMERS game. Additionally, High Moon Studios is announcing at E3 that they have listened to the passionate PC fans and have been working closely with fellow developer Mercenary Games to create a PC sku that will launch day and date with the console versions on August 28. (Developed by High Moon Studios for Xbox 360 and PlayStation 3 system and by Mercenary Games for Windows PC; rated "T" for Teen on all platforms by the ESRB.)

**The Amazing Spider-Man™**— Go beyond Sony Picture Entertainment's Columbia Pictures feature film and find out what happens next in **The Amazing Spider-Man** video game, which brings Spider-Man's free-roaming, web-slinging action back to New York City. Players take on the role of a young Peter Parker discovering his new Spider-Man powers and added Super

Hero responsibilities, using the game's innovative Web Rush mechanic to swing freely around Manhattan, combat a variety of criminal activities and take on classic Marvel Super Villains, such as Rhino, Iguana, Felicia Hardy and more. Set against an original story crafted by Hollywood writer Seamus Kevin Fahey (*Spartacus: Vengeance*, *Spartacus: Gods of the Arena*, *Battlestar Galactica*) that takes place entirely after the events of the upcoming feature film, **The Amazing Spider-Man** video game delivers an immersive and cinematic adventure allowing players to truly harness the power of your friendly neighborhood Spider-Man. (Developed by Beenox for Xbox 360, PlayStation 3 system, Wii, and Nintendo 3DS, with a Windows PC version slated for release later in the year; developed by Other Ocean for Nintendo DS™; rated "T" for Teen on Xbox 360, PlayStation 3 system and Wii and "E10+" on Nintendo DS by the ESRB.)

**007™ Legends**— Celebrating the Bond franchise's 50th anniversary, the latest instalment in the video game series — **007 Legends** — launches gamers back through time to relive a selection of James Bond's iconic and intense undercover missions from the popular films. A first-of-its-kind Bond video game, **007 Legends** features an original, overarching storyline tying together five classic Bond movie-inspired missions plus a sixth mission based on this year's highly-anticipated movie — SKYFALL — which will be available post launch as free downloadable content, to offer the most diverse Bond gaming experience yet! Delivering the action that gamers expect from a Bond game, **007 Legends** equips players with state-of-the-art spy gadgets, an arsenal of weapons, and sleek vehicles as they jet off to exotic locations and utilize Bond's unmatched combat abilities, quick wits, class and style to take down notorious villains and their brutal henchmen and perform impressive stunts. (Developed by Eurocom for Xbox 360, PlayStation 3 system and Windows PC; not yet rated by the ESRB.)

**Family Guy: Back to the Multiverse** — **Family Guy: Back to the Multiverse** features an all-new original narrative which is an expansion on the popular episode, "Road to the Multiverse", turning the outrageous world of *Family Guy* into an action-packed video game filled with nods to the long-running comedy. Playing as either Stewie or Brian, each with unique abilities and weapons, players will battle their favorite *Family Guy* characters as they advance through 'Multiverse' themed levels in their pursuit to battle Stewie's evil twin, Bertram, who has returned and is hell-bent on destroying Quahog. Fans will also be able to team up in co-op multiplayer mode or compete against each other in competitive multiplayer levels — all with a *Family Guy* twist. (Developed by Heavy Iron for Xbox 360 and PlayStation 3 system; not yet rated by the ESRB.)

For assets and more information on Activision's E3 video game line-up, please visit [www.activision.com/presscenter](http://www.activision.com/presscenter).

### **About Marvel Entertainment**

Marvel Entertainment, LLC, a wholly owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit [www.marvel.com](http://www.marvel.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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com)

### **About FAMILY GUY**

FAMILY GUY follows the adventures of endearingly ignorant dad Peter Griffin and his hilariously odd family of middle-class New Englanders — wife Lois, daughter Meg, son Chris, baby Stewie and dog Brian — in Quahog, Rhode Island. The animated series, which features the voice talents of Seth MacFarlane, Alex Borstein, Seth Green and Mila Kunis, is a 20th Century Fox Television production. Seth MacFarlane is creator/executive producer. Mark Hentemann and Steve Callaghan serve as executive producers/showrunners, while Chris Sheridan, Danny Smith, Alec Sulkin and Wellesley Wild are executive producers. Become a fan of FAMILY GUY on Facebook at [www.facebook.com/familyguy](http://www.facebook.com/familyguy) and follow the series on Twitter at [www.twitter.com/familyguyonfox](http://www.twitter.com/familyguyonfox) (@familyguyonfox).

### **About Twentieth Century Fox Consumer Products**

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third-party lines.

The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

### **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](http://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 dates of **CALL OF DUTY: BLACK OPS II, THE AMAZING SPIDER-MAN, TRANSFORMERS: FALL OF CYBERTRON, 007 LEGENDS, SKYLANDERS GIANTS, and FAMILY GUY: BACK TO THE MULTIVERSE**, are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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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