



## Activision Confirms April 2012 for PROTOTYPE® 2 and Showcases the Game at San Diego Comic-Con

### All-New PROTOTYPE 2 CG Trailer Debuts Exclusively at [www.prototypegame.com](http://www.prototypegame.com)

SANTA MONICA, Calif., July 20, 2011 /PRNewswire/ -- The epic showdown between James Heller and Alex Mercer will happen on April 24, 2012 as Activision Publishing, Inc. (Nasdaq: ATVI) has confirmed the launch date for its highly anticipated open-world action game **PROTOTYPE® 2** at San Diego Comic-Con. In celebration of the newly revealed launch timing, Radical Entertainment is unveiling the first of a stunning three-part CG trailer for the game at [www.prototypegame.com](http://www.prototypegame.com), and is showcasing the first public game presentations of **PROTOTYPE 2** at the Activision booth (#5445) at San Diego Comic-Con.

"We know our fans have been clamoring to find out when they would be able to get their hands-on **PROTOTYPE 2**, and the whole studio is excited that we can finally reveal the timing," said Ken Rosman, Studio Head, Radical Entertainment. "We're also thrilled to be at the point where we can show the game directly to our fans. It's always rewarding to see those first time reactions to what we've been working on for the past couple years, and we can't wait for them to see some of Sgt. James Heller's amazing new shape-shifting abilities at San Diego Comic-Con."

Show goers attending 'The Con' will have the opportunity to check out **PROTOTYPE 2**'s signature crazy, over-the-top, shape-shifting action during 15-minute live stage presentations held throughout each day. Fans who come by the Activision booth to check out the game can enter a raffle for a chance to win a limited edition, custom leather jacket modeled after the one Sgt. James Heller wears in the game; or a Alex Mercer one of a kind, custom skinned Xbox 360® video game and entertainment system from Microsoft. Additionally, the team from Radical will be on-site handing out assorted **PROTOTYPE 2** themed goodies, including t-shirts, posters, giant foam Heller Blade Arms and more!

For those unable to make it to San Diego Comic-Con, or who would like to find out more about **PROTOTYPE 2**, head over to [www.prototypegame.com](http://www.prototypegame.com) immediately and experience the all-new official game web site, updated regularly with the latest trailers, screenshots, special promotions and more! And for the truly dedicated, be sure and head over to [www.facebook.com/PROTOTYPE](http://www.facebook.com/PROTOTYPE) and join the **PROTOTYPE** Army — a community of over 250,000 (and growing) fans that receive constant updates from the team at Radical, and early sneak peeks at new information and assets.

The sequel to Radical Entertainment's best-selling open-world action game of 2009, **PROTOTYPE 2** takes the unsurpassed carnage of the original **PROTOTYPE** and continues the experience of becoming the ultimate shape-shifting weapon. As the game's all-new infected protagonist, Sgt. James Heller, players will cut a bloody swathe through the wastelands of post-viral New York Zero (or more simply...NYZ) with unparalleled locomotion, building up a vast genetic arsenal of deadly, biological weapons and abilities as they hunt, kill and consume their way toward the ultimate goal — to kill...Alex...Mercer!

**PROTOTYPE 2** is currently in development for Xbox 360, PlayStation®3 computer entertainment system and Windows PC. 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) rating.

### About Radical Entertainment

Radical Entertainment has over a decade of hit titles, 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. 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](http://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](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 are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject 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, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the 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.

Activision and Prototype are registered trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

"PlayStation" is a registered trademark of Sony Computer Entertainment America Inc. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media