



Transformers™: Dark of the Moon™ Video Game Ships to Retailers Nationwide

New Action Game Thrusts Players into an Original Prologue Storyline to Blockbuster Film

SANTA MONICA, Calif., June 14, 2011 /PRNewswire/ -- The colossal battle between the AUTOBOTS™ and DECEPTICONS is underway as Activision Publishing, Inc.'s (Nasdaq: ATVI) new video game ***Transformers: Dark of the Moon*** ships to retail stores nationwide today. Created by acclaimed developer High Moon Studios and based on Hasbro's legendary TRANSFORMERS property, the game lets fans fight through epic battles as they unravel MEGATRON'S sinister plan and is set in the world of director Michael Bay's upcoming movie from Paramount Pictures that will be released in theaters on June 29th.

"The ***Transformers: Dark of the Moon*** game lets fans experience the gripping battles and original prologue story that precede the highly anticipated film," said David Oxford, Executive Vice President at Activision Publishing. "The team at High Moon Studios has created an amazing TRANSFORMERS narrative that unfolds through an epic single-player campaign and allows fans to play as their favorite characters in head-to-head multiplayer action."

"Activision has delivered a stellar prologue game leading up to the blockbuster movie," said Mark Blecher, SVP of Digital Media and Marketing, Hasbro. "Hasbro is looking forward to offering fans of the TRANSFORMERS brand and gamers alike an exciting video game to expand on the *Transformers: Dark of the Moon* experience this summer."

Featuring a new gameplay mechanic called Stealth Force, the ***Transformers: Dark of the Moon*** game lets fans instantly convert to a third, hybrid state that combines the weapons and firepower of Robot mode with the agility and maneuverability of Vehicle mode. Set in unique environments around the world such as the Jungles of Central America, Siberian military facilities, urban cityscapes and more, the game lets players assume the roles of a diverse roster of favorite TRANSFORMERS characters through a heart-pounding campaign to save mankind. Additionally, fans can play the game with or against their friends around the world through intense, online multiplayer game modes as their favorite iconic characters with the ability to personalize their characters' look with numerous appearance, weapons and skills customization options.

The ***Transformers: Dark of the Moon*** video game is rated "T" (Teen — for Violence) by the ESRB and is available on the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

Additionally, Activision is releasing three separate games on the Nintendo platforms developed by Behaviour Interactive. Available on the Nintendo 3DS™ handheld system and Wii™ system, ***Transformers: Dark of the Moon Stealth Force Edition*** follows a prologue storyline and harnesses the power of Stealth Force to focus gameplay on intense vehicular combat, allowing fans to obliterate enemies at blazing speeds with advanced weapons, defense systems and targeting capabilities as they slalom between cars and dodge fire in a highly maneuverable vehicle form.

For the Nintendo DS™, fans can choose their side with two distinct titles, ***Transformers: Dark of the Moon AUTOBOTS*** and ***Transformers: Dark of the Moon DECEPTICONS***.

All Nintendo platform games are rated "E10+" (Everyone 10 and older — for Fantasy Violence) by the ESRB.

Press kit assets for the ***Transformers: Dark of the Moon*** video game are available for download at www.activision.com/presscenter. Fans can visit www.transformersgame.com for more information or receive exclusive updates at www.facebook.com/transformersgame and via Twitter [@HighMoonStudios](https://twitter.com/HighMoonStudios).

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 TRANSFORMERS: DARK OF THE MOON

Shia LaBeouf returns as Sam Witwicky in *Transformers: Dark of the Moon*. When a mysterious event from Earth's past erupts into the present day it threatens to bring a war to Earth so big that the Transformers alone will not be able to save us. Starring Shia LaBeouf, Josh Duhamel, John Turturro, Tyrese Gibson, Rosie Huntington-Whiteley, Patrick Dempsey, Kevin Dunn, with John Malkovich and Frances McDormand. In cinemas worldwide from 29th June 2011 in 2D and 3D.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Television & Digital Distribution.

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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