



Activision Gears up for Monumental Battle With Transformers™: Revenge of the Fallen

SANTA MONICA, Calif., Feb 06, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The fate of the earth and the survival of the human race hang in the balance in the Transformers(TM): Revenge of the Fallen video game from Activision Publishing, Inc. (Nasdaq: ATVI). Based on Hasbro's legendary TRANSFORMERS property and the most anticipated blockbuster film of 2009 from DreamWorks Pictures and Paramount Pictures in association with Hasbro, the game propels players straight into an adrenaline-pumping battle for supremacy across the globe where every second and every choice makes the difference between mankind's salvation and annihilation.

"The Transformers: Revenge of the Fallen video game will give fans the chance to experience their favorite AUTOBOTS and DECEPTICONS in an all-new, movie inspired adventure packed with the thrilling and explosive action that only the TRANSFORMERS universe can deliver," said Rob Kostich, vice president of global brand management, Activision, Inc. "We are thrilled to announce that after experiencing the rush of commanding colossal robots on their own, players can challenge their friends for the first time ever in full-featured, blistering multiplayer action as their favorite characters."

"Activision has developed a Transformers: Revenge of the Fallen video game that will give gamers and fans a truly compelling way to experience TRANSFORMERS," said Mark Blecher, Hasbro's General Manager of Digital Gaming and Media. "The Activision team's passion for the property clearly shows in the character development, intense action and rich graphics that really deliver an immersive experience for the user."

The Transformers: Revenge of the Fallen video game lets gamers step into the shoes of the AUTOBOTS or DECEPTICONS, select any available mission and pick from the largest, most diverse range of playable Transformers - each with their own distinct abilities and weaponry. Set in unique environments across the globe such as Cairo and Shanghai, the game allows players to instantly switch between vehicle and robot modes as they drive, fly, fight and blast their way through intense, pressure-packed levels. After engaging in single player action, players for the first time ever will be able to go online and battle friends in all-new multiplayer modes.

The Transformers: Revenge of the Fallen video game is currently in development by Luxoflux for the Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system, and for Windows PC by Beenox Studios.

Also, award-winning Krome Studios is developing distinct Wii(TM) and PlayStation(R)2 computer entertainment system versions, utilizing the individual platform features to deliver an intense 3rd person action adventure game that combines dynamic robot combat with arcade-style vehicle sequences and flight-based levels. In addition, two completely different titles are being developed for Nintendo DS(TM) by Vicarious Visions, allowing players to take on AUTOBOT or DECEPTICON-specific campaigns. For the PSP(R) (PlayStation(R)Portable) system, a unique, fast-paced action arcade title is being developed by Savage Entertainment.

For more information on the game and to receive exclusive updates about the Transformers: Revenge of the Fallen video game, visit www.TransformersGame.com.

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Hasbro, Inc. (NYSE: HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.

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