



## PROTOTYPE®2 Breaks Out Of NYZ And Into DLC

### Colossal Mayhem DLC #1 Available Now / Excessive Force DLC #2 Revealed

SANTA MONICA, Calif., May 8, 2012 /PRNewswire/ -- Just when you thought **PROTOTYPE® 2** had enough gruesome, shape-shifting tools to get the job done, Radical Entertainment gives fans even more over-the-top viral powers with two great downloadable content (DLC) drops. From Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), **PROTOTYPE 2**'s first DLC pack, Colossal Mayhem, is available today, while the second DLC pack, Excessive Force, drops on May 29, 2012 — each giving fans key add-ons to their arsenal of destruction as well as three all-new custom skins allowing players to parkour their way across NYZ in style. The full contents of **PROTOTYPE 2**'s Colossal Mayhem and Excessive Force DLC packs includes:

#### Colossal Mayhem Pack

- Thermobaric Boom-Stick
- Force Multiplier Powers:
  - Warp Vortex
  - Anti Gravity Field
  - Air Time
- Custom Skins:
  - Heller Test Subject
  - Infected Heller
  - Infantry Heller

#### Excessive Force Pack

- Viral Infector Grenade Launcher
- Force Multiplier Powers:
  - Shockwave
  - Chaos Creator Mode
  - Medusa's Wrath
- Custom Skins:
  - Armored Heller
  - Agile Armor Alex Mercer
  - Zombie Mercer

Both **PROTOTYPE 2** DLC packs will be available on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft for 400 Microsoft Points, and on the PlayStation®Store for PlayStation®3 computer entertainment system for \$4.99. Fans that purchased the **PROTOTYPE 2** Blackwatch Collector's Edition will be able to redeem their one-time use code to download the Colossal Mayhem Pack for free beginning today.

To find out more about **PROTOTYPE 2**, follow us on Twitter at [www.twitter.com/radical\\_ent](http://www.twitter.com/radical_ent) and check out [www.prototypegame.com](http://www.prototypegame.com) for the latest trailers, screenshots, special promotions and more! For the truly dedicated, go to [www.facebook.com/prototype](http://www.facebook.com/prototype) and join the **PROTOTYPE** Army — a community of over 465,000 (and growing) fans that receive constant updates from the team at Radical, and head on over to [www.prototypegame.com/store](http://www.prototypegame.com/store) to get your hands on the newest **PROTOTYPE 2** apparel and merchandise.

**PROTOTYPE 2** was developed by Radical Entertainment for the Xbox 360, PlayStation 3 system and Windows PC. The Xbox 360 and PlayStation 3 system RADNET Editions of **PROTOTYPE 2** are available now for a suggested retail price of \$59.99. The Blackwatch Collector's Edition of **PROTOTYPE 2** is available for a suggested retail price of \$79.99. The Windows PC version of **PROTOTYPE 2** will be available at retail on July 24, 2012.

#### About Radical Entertainment

In September 2011, Radical Entertainment celebrated its 20th anniversary in the business of creating hit video games, 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. 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, 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 date of the **PROTOTYPE 2 Excessive Force downloadable content pack**, 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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