



Gear Up For An Epic Siege On The Sea And A War On The Shore In Activision's **BATTLESHIP®** -- Available Today

MINNEAPOLIS, May 15, 2012 /PRNewswire/ -- It's time to engage in an epic battle at sea and on shore as Hasbro (Nasdaq: HAS) and Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard Inc. (Nasdaq: ATVI) announced that **BATTLESHIP®** the video game is available today at retail outlets nationwide. The game takes a hybrid approach combining military strategy and fast-paced first-person action gaming as players take control of a powerful naval fleet and experience the cinematic action of war at sea. **BATTLESHIP** is now available for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Wii™ system from Nintendo and the Nintendo DS™ and Nintendo 3DS™ handheld systems.

"Working with the legendary **BATTLESHIP** property, and the new epic action-adventure from Universal Pictures, we felt it was important to capture some of the cinematic drama while allowing players to experience the action from a unique perspective," said David Oxford, Activision Publishing. "We want both movie-goers and gamers of all ages to dive into an all new, fun **BATTLESHIP** experience."

Combining military strategy and fast-paced first-person shooter gameplay, players take control of a powerful naval fleet in this re-envisioned version of **BATTLESHIP**. Trapped in a "dome" of alien-terror on the Hawaiian Islands, where support communications have been put to a halt, players commandeer real-world naval vessels, including Destroyers, Carriers, and even the famous *U.S.S. Missouri* as action-packed sea battles against alien invaders ensue across land, sea, and air.

"With numerous gaming platforms available today, it is important to showcase **BATTLESHIP** on many different levels," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Marketing at Hasbro. "The new **BATTLESHIP** is the perfect medley that both strategic and action-junkie gamers will fall in love with."

In **BATTLESHIP** for the Xbox 360 and PlayStation®3 systems, first person run-and-gun gameplay meets tactical battle command. Playing as Cole Mathis, a first class Navy Explosive Ordnance Disposal Technician, players will deploy air strikes and radar sweeps to monitor and dominate the marine battlefield. With killer-combat instincts, players must lock-and-load an arsenal of weapons like machine guns and missile launchers to send the invaders packing.

In the Wii, Nintendo 3DS, and DS versions, players are in control of a wide variety of naval units, including Cruisers, Submarines, and Patrol Boats in exciting turn-based combat with a team of specialized commanders. With different play modes to choose from, including Story and quick-battle Skirmish, players will unlock new maps, units, and leaders to turn the tide of battle.

BATTLESHIP is available for the Xbox 360 and PlayStation®3 system for a suggested retail price of \$59.99, and is rated "T" (Teen) by the ESRB. The game is also available for the Wii system for \$39.99, the DS for \$24.99 and the Nintendo 3DS for \$29.99. All Nintendo versions are rated "E10+" (Everyone 10 and older) by the ESRB. For more information, please visit www.battleshipthevideogame.com.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (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." Learn more at www.hasbro.com.

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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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