



Transformers™: Dark of the Moon™ Video Game Sets the Stage in the Ultimate Battle for Earth

New Game to Feature an Original Prologue Storyline to Upcoming Film and Debut In-Game 'Stealth Force' Conversion Mode

SANTA MONICA, Calif., Feb. 14, 2011 /PRNewswire/ -- The next colossal entry in the TRANSFORMERS saga on Earth is on the way as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that **Transformers: Dark of the Moon** is in development by the critically acclaimed developers at High Moon Studios. Based on Hasbro's legendary TRANSFORMERS property and featuring a brand-new 'Stealth Force' conversion mode, the game thrusts players directly into an original prologue storyline to experience the ultimate battle between the AUTOBOTS™ and DECEPTICONS™ that leads into the summer's most anticipated blockbuster film and reveals another face of evil, SHOCKWAVE.

"We couldn't be more excited to expand on the epic movie universe in the **Transformers: Dark of the Moon** game, and allow fans to experience the gripping events and backstories that occur right before the upcoming film," said Paul Wright, Head of Marketing for Licensed Properties, Activision Publishing. "The immensely talented group at High Moon Studios are huge fans of the property, and they are thrilled to unveil some new characters from the movie while introducing Stealth Force gameplay that lets players convert to a third form beyond robot and vehicle modes to defeat their enemies in more ways than ever before."

"Activision continues to deliver outstanding video games based on Hasbro's iconic TRANSFORMERS brand," said Mark Blecher, SVP of Digital Media and Gaming, Hasbro. "We're thrilled to deliver the **Transformers: Dark of the Moon** prologue video game to TRANSFORMERS fans around the world in anticipation of the film."

The **Transformers: Dark of the Moon** game allows players to fight through the epic battles on Earth that will shape the events of the upcoming film. Armed with a brand-new gameplay mechanic, fans will harness the power of Stealth Force to 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 South America, Siberian military facilities, Detroit Cityscapes and more, the game lets players assume the roles of a diverse roster of everyone's favorite TRANSFORMERS from the movie through a heart-pounding campaign to save mankind. Additionally, fans can play the game with or against their friends through intense, online multiplayer game modes as their favorite iconic characters.

The **Transformers: Dark of the Moon** video game is currently in development by High Moon Studios for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system. Behaviour Interactive is developing distinct versions for the Wii™ system, Nintendo DS™ and Nintendo 3DS™ handheld systems.

For more information and to receive exclusive updates about the **Transformers: Dark of the Moon** video game, visit www.transformersgame.com and www.facebook.com/transformersgame.

Paramount Pictures will release the **Transformers: Dark of the Moon** movie nationwide on July 1, 2011.

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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