



Vengeance Has Arrived as Transformers™: Revenge of the Fallen Game Hits Retail Shelves Nationwide

--New Game Allows Fans to Wage War Online For the First Time Ever in the TRANSFORMERS Universe

SANTA MONICA, Calif., June 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The fight for global supremacy is officially on with the announcement that Transformers(TM): Revenge of the Fallen game from Activision Publishing, Inc. (Nasdaq: ATVI) is available now at retail stores nationwide. Developed by Luxoflux under license from Hasbro, Inc. and based on the blockbuster feature film from DreamWorks Pictures and Paramount Pictures, the Transformers(TM): Revenge of the Fallen game allows players to become their favorite AUTOBOTS(R) and DECEPTICONS(R) and engage in massive single and, for the first time ever, online multiplayer battles as they fight to protect or annihilate all of mankind.

"The Transformers: Revenge of the Fallen game will give fans the chance to experience the most robust and explosive TRANSFORMERS game ever," said Rob Kostich, head of marketing for licensed properties, Activision Publishing. "Featuring a huge roster of playable TRANSFORMERS, the game delivers massive firepower in a frenetic single player experience, along with several multiplayer modes players can experience with friends online."

"Because of our close relationship with Activision, the Transformers: Revenge of the Fallen game features an unprecedented amount of content to fully immerse players into the TRANSFORMERS universe," said Mark Blecher, General Manager of Digital Media and Gaming, Hasbro, Inc. "It is amazing how far interactive entertainment has come - the new video game takes the characters we all know and love and allows for even deeper interaction via online multiplayer across the globe."

The Transformers: Revenge of the Fallen game for the next-gen consoles and PC lets players take on the role of their favorite TRANSFORMERS, picking from the largest, most diverse range of playable characters - 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.

Also available today are unique Transformers: Revenge of the Fallen games for Wii(TM) and PlayStation(R)2 computer entertainment system, as well as two distinct versions for Nintendo DS(TM), Transformers: Revenge of the Fallen: AUTOBOTS and Transformers: Revenge of the Fallen: DECEPTICONS.

The Wii and PlayStation 2 system versions follow a similar storyline to the film and allow players to battle as both AUTOBOTS and DECEPTICONS, through 15 action-packed levels featuring vehicular sequences, flight-based rail levels and blistering combat chains full of close-ranged strikes and projectile missile attacks. Both games also feature instant-join co-op gameplay throughout the intense campaign.

The Nintendo DS(TM) titles enable players to engage in global competitions through Nintendo Wi-Fi Connection where they must help their side win the conflict between the AUTOBOTS and DECEPTICONS through downloadable challenge missions. For the first time, gamers can customize their own TRANSFORMERS robot with a modular body part system that allows them to scan objects to access new parts and upgrade their character by installing unlockable pieces. Additionally, players can challenge friends to intense, head-to-head battles through local wireless multiplayer in Deathmatch mode.

The PSP (PlayStationPortable) system version of Transformers(TM): Revenge of the Fallen takes players on an action-packed journey that combines rail levels, visceral melee strikes and projectile combat through a storyline inspired by the epic film. Players can test their battle skills in Arena Mode as they pick their favorite characters and fight alongside their friends arcade-style against increasing waves of enemies, and replay missions from the campaign again and again to maintain the highest scores.

The Transformers: Revenge of the Fallen video game was created by Luxoflux for the Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system, and is rated "T" (Teen - Mild Language, Violence); the Windows PC version was developed by Beenox Studios and is also rated "T" (Teen - Mild Language, Violence); the distinct Wii and PlayStation 2 computer entertainment system versions were developed by Krome Studios and are rated "T" ("Teen" - Fantasy Violence); two unique AUTOBOT and DECEPTICON-specific Nintendo DS versions were developed by Vicarious Visions and are rated "E10+" (Everyone 10 and older - Fantasy Violence); the PSP system version was developed by Savage Entertainment and is rated "E10+" (Everyone 10 and older - Fantasy Violence).

For more information on the Transformers: Revenge of the Fallen video game, visit www.TransformersGame.com. For all video assets, visit the Activision Broadcast Media Center - <http://www.usngondemand.com/index.php>.

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