



TRANSFORMERS™: REVENGE OF THE FALLEN Video Game Character and Map Pack Plus AVAILABLE NOW

Megan Fox to Challenge Fans Online Using the New Content on Xbox LIVE New Characters, Maps and More Have Arrived for Fans of the Original TRANSFORMERS Animated Television Series and Recent Blockbuster Films

SANTA MONICA, Calif., Aug 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- The battle for earth rages on as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that the Transformers(TM): Revenge of the Fallen Character and Map Pack Plus is available now for download on Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system. The massive content pack will include eleven playable characters, three all-new maps for online multiplayer game modes, and a brand new "Expert" difficulty setting for the single player campaigns.

Megan Fox, one of Hollywood's most sought after young actresses and star of both the Transformers: Revenge of the Fallen movie and video game, will be on Xbox LIVE(R) online entertainment network on Saturday, August 29 at 3:00 p.m. Pacific Daylight Time to challenge fans in multiplayer matches using the new content.

Fans of the original TRANSFORMERS television series can take a trip down memory lane, as new characters include "Generation One" versions of OPTIMUS PRIME, MEGATRON, STARScream and SUNSTORM, while fans of the blockbuster movies will be excited by the additions of SOUNDWAVE, SIDESWIPE, JAZZ and JETFIRE. In addition, new skins are available for fan-favorite characters including Stealth Colors BUMBLEBEE, "Generation One" Colors RATCHET and "Generation One" Colors SIDESWIPE. All characters can be used in both the single player campaign and multiplayer modes, with the exception of JETFIRE, who is only available in multiplayer.

Additionally, three new multiplayer maps extend the diverse set of battlefields on which players can battle with or against their friends. Courtyard is set on the U.S. east coast, where players battle in a metropolitan setting surrounded by open skies and tall skyscrapers. Hillside takes players to the urban backdrop of Cairo, where players will fight in the war-torn streets and alleyways of a ruined cityscape. Sandstorm transports players to yet another section of Cairo, populated with low buildings and wide-open regions perfect for instantaneous, frenetic action.

For players who have mastered the single-player campaigns, the new "Expert" difficulty mode tests players' skills with more difficult enemies and a whole new set of time challenges, along with corresponding leaderboards. This exciting downloadable content pack also features new Xbox 360 Achievements and PLAYSTATION 3 Trophies.

The Transformers: Revenge of the Fallen Character and Map Pack Plus is currently available on Xbox LIVE(R) Marketplace for the Xbox 360 video game and entertainment system from Microsoft for 800 Microsoft Points and in the PlayStation(R)Store for the PLAYSTATION 3 computer entertainment system for \$9.99.

Transformers: Revenge of the Fallen is rated "T" (Teen - Mild Language, Violence) by the ESRB. For more information on the game, visit www.TransformersGame.com.

About HASBRO

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, 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.

About Megan Fox

Megan Fox is currently starring in this summer's biggest blockbuster, "Transformers: Revenge of the Fallen". She previously starred in "Transformers" and "How to Lose Friends and Alienate People." Fox will star this September in the dark comedy "Jennifer's Body," written by Academy-Award winner Diablo Cody (Juno). She will be seen next June opposite Josh Brolin, John Malkovich and Michael Fassbender in "Jonah Hex," based on the DC comic and will begin filming this October on "Passion Play"

opposite Mickey Rourke. She is an avid gamer and lends her voice and likeness to the Transformers: Revenge of the Fallen video game.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.

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 Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in completing the integration of the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in the risk factors section 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.

HASBRO and its logo, TRANSFORMERS and all related characters are trademarks of Hasbro and are used with permission. (C) 2009 Hasbro. All Rights Reserved. (C) 2009 Dreamworks, L.L.C. and Paramount Pictures Corporation. Paramount and the Paramount logo are trademarks of Paramount. TM (C) 2009 Paramount. All Rights Reserved. Game (C) 2009 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. All rights reserved.

Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft.

All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing, Inc.

<http://www.activision.com>

Copyright (C) 2009 PR Newswire. All rights reserved