



## Transformers™: War for Cybertron Hits Retail Shelves Nationwide

### Highly-Anticipated Action Shooter Defines New Chapter in the TRANSFORMERS Universe

SANTA MONICA, Calif., June 22, 2010 /PRNewswire via COMTEX News Network/ -- The legendary conflict between the AUTOBOTS and DECEPTICONS has come to a head, as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that **Transformers(TM): War for Cybertron** has landed in retail stores nationwide. Developed by award-winning High Moon Studios and based on Hasbro's legendary TRANSFORMERS property, the game allows players to become the ultimate TRANSFORMERS weapon in the final, epic war set on the TRANSFORMERS home planet of CYBERTRON. Complete with full online co-op and a variety of deep, competitive multiplayer modes including the ability to create your own TRANSFORMERS character for the first time ever in a video game, **Transformers: War for Cybertron** is the title fans have been waiting for.

"**Transformers: War for Cybertron** has absolutely been a passion project from day one, a true reimagining of the franchise that transports gamers straight to the core of the TRANSFORMERS universe," said David Pokress, Head of Marketing for Licensed Properties, Activision Publishing, Inc. "Players will experience full online co-op along with several deep multiplayer modes while they can create their very own TRANSFORMERS character and compete head-to-head with their friends."

"Hasbro is thrilled to see the highly anticipated **Transformers: War for Cybertron** game come to market based on our iconic TRANSFORMERS brand," said Mark Blecher, General Manager and Senior Vice President of Digital Media & Gaming at Hasbro. "Working closely with Hasbro, Activision has delivered an outstanding game that explores a story within TRANSFORMERS mythology that hasn't been explored this deeply before and will become canon within the lore. This is truly an exciting format to experience a new, action-packed and visually stunning telling of an important part of TRANSFORMERS history."

**Transformers: War for Cybertron** takes players to the final moments of the grand civil war that will determine the survival of the entire TRANSFORMERS race. Fans will be able to explore the TRANSFORMERS war-ravaged home planet in full 3D environments for the first time, armed with a diverse arsenal of high-tech weaponry and the ability to convert instantly from robot to vehicle form at any time as they engage in heart-pounding battles on land and in the air in this gripping, third-person action shooter. Complete with several multiplayer modes, **Transformers: War for Cybertron** allows gamers to play through story missions with their friends in drop in/drop out online co-op, and also create their own TRANSFORMERS character for competitive head-to-head multiplayer modes, choosing among four distinct character classes, personalizing their character's look and selecting from a huge variety of weapons, skills and abilities. Additionally, the game introduces *Escalation*, a four-player online co-op mode that allows gamers to fight together as their favorite AUTOBOTS or DECEPTICONS against increasing waves of enemies utilizing strong teamwork to survive.

**Transformers: War for Cybertron** is rated "T" (Teen - for Violence) by the ESRB and is available now on the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and Windows PC.

Also available today are two distinct games developed by veteran studio Vicarious Visions for the Nintendo DS(TM), **Transformers: War for Cybertron AUTOBOTS** and **Transformers: War for Cybertron DECEPTICONS**. Each title allows players to fight for control of the TRANSFORMERS home planet through eight unique story missions and 30 intense arena challenges. At any point, gamers can change form from robot to vehicle and will have access to 30 characters across both skus, ten of which are exclusive to the DS platform. Additionally, fans can challenge their friends to high-stakes multiplayer matches using local wireless connectivity and wager one of their unlocked TRANSFORMERS characters on the outcome and winner takes all. Both DS games are rated "E10+" (Everyone 10 and older - for Fantasy Violence) by the ESRB.

Additionally, **Transformers(TM): Cybertron Adventures** for the Wii(TM) is also available at major retailers. The game is distinct from but follows a similar storyline to the Xbox 360, PlayStation 3 system and PC versions of the game. Developed by Next Level Games and built from the ground up for the Wii platform, the title allows players to fight for CYBERTRON through two unique AUTOBOT and DECEPTICON campaigns that feature an action-packed mix of rail shooter gameplay levels in robot, driving and flying modes. A second player can join the battle by taking control of an extra reticle that can attack enemies for added firepower throughout the campaign. The game is rated "T" (Teen - for Fantasy Violence) by the ESRB.

Press kit assets are available for download at [www.activision.com/presscenter](http://www.activision.com/presscenter). For more information, visit [www.TransformersGame.com](http://www.TransformersGame.com).

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