



Activision Publishing To Showcase Blockbuster Slate Of Fan-Favorite Video Games At San Diego Comic-Con 2012

Showgoers Will Get Their First Multiplayer Hands-On Opportunity with the Highly Anticipated TRANSFORMERS™: FALL OF CYBERTRON, Celebrate Spidey's Latest Movie Launch with HandOn Time with The Amazing Spider-Man™, Plus a Surprise Game Reveal During the Marvel Games Panel, Exclusive Game Demos at the Activision Booth, and Much, MUCH More...

SANTA MONICA, Calif., July 11, 2012 /PRNewswire/ -- Gaming, comics, sci-fi, cos-play, and fans from all walks of life the world over will experience a colossal interactive entertainment lineup from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), at San Diego Comic-Con International 2012. Headquartered at booth #5344 in the San Diego Convention Center, Activision is celebrating the theatrical release of the blockbuster hit *The Amazing Spider-Man*, allowing fans to go beyond the movie and find out what happens next in *The Amazing Spider-Man*™ video game, plus showcasing some of the most anticipated fan-favorite games in the industry, including **TRANSFORMERS™: FALL OF CYBERTRON**, **007™ Legends**, the all-new *The Walking Dead*™ video game based on the hit AMC television series, along with a world premiere reveal of a brand new Super Hero video game during the Marvel Games panel on Saturday, July 14th.

"We know how passionate our fans are, and San Diego Comic-Con is always a great opportunity for us to showcase our latest video games," said David Oxford, Executive Vice President, Activision Publishing. "These are big, iconic franchises and this is our chance to give back and let the hardest-of-the-hardcore play and experience our video games in a unique and fun setting before they hit stores."

Activision's Full San Diego Comic-Con 2012 Booth Activities Include:

- First time multiplayer hands-on with **TRANSFORMERS: FALL OF CYBERTRON** video game.
- First time hands-on with the **TRANSFORMERS PRIME** Wii game.
- Find out what happens in *The Amazing Spider-Man* video game, which serves as an epilogue story to the just released blockbuster hit movie.
- Live stage demos of **TRANSFORMERS: FALL OF CYBERTRON** single player campaign and presentations of the recently-revealed *Moonraker* and *On Her Majesty's Secret Service* movie missions from **007 Legends**.
- Exclusive screenings of all-new **007 Legends** and *The Walking Dead* video game trailers.
- Limited edition San Diego Comic-Con fan giveaways.

Panels and Autograph/Photo Opportunities:

- **PANEL: TRANSFORMERS: FALL OF CYBERTRON Video Game Talent**
Legendary **TRANSFORMERS** voice talent and game experts at developer High Moon Studios will come together in one epic panel to discuss their roles in the upcoming Activision video game, **TRANSFORMERS: FALL OF CYBERTRON**. The panel will feature **Peter Cullen**, voice of OPTIMUS PRIME, **Gregg Berger**, voice of GRIMLOCK, **Nolan North**, voice of CLIFFJUMPER, **Matt Tieger**, High Moon Studios Game Director, and Dave Cravens, High Moon Studios Senior Creative Director. The panel will give everyone an inside look into bringing our favorite characters to life in the making of the video game, as well as answers to the questions you have been dying to know.

Saturday, July 14, 10:00 AM-10:50 AM
Room 7AB

- **PANEL: An ALL-NEW GAME ANNOUNCEMENT at the Marvel Video Games Panel**
The Marvel Video Games panel will include an announcement from Activision and High Moon Studios that is sure to be a hit! Q&A will follow.

Saturday, July 14, 1:45 PM-2:25 PM
Room 6A

- Autograph signings for **TRANSFORMERS: FALL OF CYBERTRON**
 - Peter Cullen, voice of OPTIMUS PRIME / Gregg Berger, voice of GRIMLOCK / Nolan North, voice of BRUTICUS, CLIFFJUMPER, BRAWL

Saturday, July 14, 2:00 PM-3:00 PM
Activision booth #5344

- Autograph signings for *The Amazing Spider-Man* video game
 - Bruce Campbell, voice of the Extreme Reporter

Saturday, July 14, 4:00 PM-5:00 PM
Activision booth #5344

Title Information:

TRANSFORMERS: FALL OF CYBERTRON allows players to experience the darkest hours of the war between the AUTOBOTS and DECEPTICONS as they vie for control of their dying home world. Fans will fight through both sides of the TRANSFORMERS' most epic battles that culminate in their legendary exodus from CYBERTRON. (Launching August 21, 2012; developed by High Moon Studios for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system, and by Mercenary Technology for Windows PC; rated "T" for Teen on all platforms by the ESRB.)

The Amazing Spider-Man video game allows fans to go beyond Sony Picture Entertainment's Columbia Pictures feature film and find out what happens next, with the game's story serving as an epilogue story to the newly released blockbuster film, and gameplay that brings Spider-Man's free-roaming, web-slinging action back to New York City. Players take on the role of a young Peter Parker discovering his new Spider-Man powers and added Super Hero responsibilities, using the game's innovative Web Rush mechanic to swing freely around Manhattan, combat a variety of criminal activities and take on classic Marvel Super Villains, such as Rhino, Iguana, Felicia Hardy and more. (Available in stores now; developed by Beenox for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 system, Wii™ system, and Nintendo 3DS™ hand-held system, with a Windows PC version slated for release on August 10; developed by Other Ocean for the Nintendo DS™ hand-held system; rated "T" for Teen on Xbox 360, PlayStation 3 system, Wii and Nintendo 3DS, and "E10+" on Nintendo DS by the ESRB.)

007 Legends celebrates the Bond franchise's 50th anniversary as the latest instalment in the video game series allows gamers to relive a selection of James Bond's iconic and intense undercover missions from the popular films. A first-of-its-kind Bond video game, **007 Legends** features an original, overarching storyline tying together five classic Bond movie-inspired missions, plus a sixth mission based on this year's highly-anticipated movie — SKYFALL — which will be available post launch as downloadable content, to offer the most diverse Bond gaming experience yet! (Launching October 16, 2012; developed by Eurocom for the Xbox 360® video game and entertainment system from Microsoft, PlayStation 3 system and Windows PC; not yet rated by the ESRB.)

The Walking Dead video game is a do-whatever-you-need-to-survive first-person action game based on AMC's Emmy Award-winning TV series, and will allow players to assume the role of the mysterious, crossbow-wielding survivor Daryl Dixon, alongside his overbearing brother Merle, on their haunting, unforgiving quest to get to the supposed safety of Atlanta. Think you're tough enough to survive a horde of undead walkers? (Launching 2013; developed by Terminal Reality for the Xbox 360® video game and entertainment system from Microsoft, PlayStation 3 system and Windows PC; not yet rated by the ESRB.)

For assets and more information on Activision's video game line-up, please visit www.activision.com/presscenter.

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, 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" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

About EON Productions/Danjaq, LLC

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with MGM, the copyright in the existing James Bond films and controls the right to produce future James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty-two films produced since 1962. Michael G. Wilson and Barbara Broccoli succeeded Albert R 'Cubby' Broccoli in 1995 and have produced some of the most successful Bond films ever including CASINO ROYALE and QUANTUM OF SOLACE. They are currently producing the 23rd film, SKYFALL.

About AMC's "The Walking Dead"

AMC's "The Walking Dead" secured a 2010 Golden Globe nomination for best television series and won the 2011 Emmy award for outstanding prosthetic make-up. The series tells the story of the months and years that follow the zombie apocalypse. It tracks a group of survivors, led by police officer Rick Grimes, who travel in search of safety and security. The story explores the challenges of life in a world overrun by zombies, the toll it takes on the survivors, and how sometimes the interpersonal conflicts present a greater danger to survival than the zombies themselves. Over time, the characters are changed by the constant exposure to death, some growing willing to do anything to survive. AMC's "The Walking Dead" is the number one drama series in basic cable history for key demos, including Adults and Men 18-49 and Adults 25-54.

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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, mainland 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, including statements about the expected release date of **TRANSFORMERS: FALL OF CYBERTRON**, **007 LEGENDS**, and **THE WALKING DEAD** are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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 unanticipated product delays and other factors identified in the risk factors sections 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.

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