



Armor-up with Radical Entertainment's PROTOTYPE® 2 at Best Buy

Pre-Order PROTOTYPE 2 at Best Buy and Receive Exclusive Access to Sgt. James Heller's Hardened Steel Vehicle Armor!

SANTA MONICA, Calif., Jan. 27, 2012 /PRNewswire/ -- Radical Entertainment and Best Buy have revealed **PROTOTYPE® 2's** exclusive* pre-order bonus — Sgt. James Heller's Hardened Steel Vehicle Armor. Planned to launch April 24, 2012, from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), North American fans who pre-order the game at Best Buy by April 23, 2012, will gain access to this unique upgrade as well as a limited edition **PROTOTYPE 2** poster while supplies last. Head over to www.youtube.com/watch?v=ERiLXecRk0 to see Hardened Steel Vehicle Armor in action, and be sure to visit www.bestbuy.com/prototype2 for more information, as well as other soon to be revealed **PROTOTYPE 2** Best Buy exclusives.

"**PROTOTYPE 2's** Hardened Steel Vehicle Armor allows Sgt. James Heller to jump into any military vehicle and shrug off even the most devastating attacks," said Ken Rosman, Studio Head, Radical Entertainment. "Whether fighting off individual soldiers, helicopters, tanks, and APCs or all the above at once, this upgrade provides Heller a defensive advantage as he goes head-to-head against everything the enemy Blackwatch forces throw at him."

The sequel to Radical Entertainment's best-selling open-world action game of 2009, **PROTOTYPE 2** takes the unsurpassed carnage of the original **PROTOTYPE** and continues the experience of becoming the ultimate shape-shifting weapon. As the game's all-new infected protagonist, Sgt. James Heller, players will cut a bloody swathe through the wastelands of post-viral New York Zero with unparalleled locomotion, building up a vast genetic arsenal of deadly, biological weapons and abilities as they hunt, kill and consume their way toward the ultimate goal — to kill...Alex...Mercer!

To find out more about **PROTOTYPE 2**, follow us on Twitter at www.twitter.com/radical_ent or check out www.prototypegame.com for the latest trailers, screenshots, special promotions and more! And for the truly dedicated, go to www.facebook.com/prototype and join the **PROTOTYPE** Army — a community of over 360,000 (and growing) fans that receive constant updates from the team at Radical, and early sneak peeks at new information and assets.

PROTOTYPE 2 is currently in development for Xbox® 360 video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows PC. The game is rated "M" (Mature — Blood and Gore, Drug Reference, Intense Violence, Sexual Themes, Strong Language. Content suitable for persons ages 17 and older.) by the ESRB.

About Radical Entertainment

In September 2011, Radical Entertainment celebrated its 20th anniversary in the business of creating hit video games, including 2009's multi-million-unit-selling **PROTOTYPE**, *The Simpsons Hit & Run*, *The Incredible Hulk: Ultimate Destruction*, *Scarface: The World Is Yours* and more. We treat our properties with the reverence they deserve and gamers demand, and the commitment to our partners and fans continues to set us apart. Our Vancouver-based studio allows Radical Entertainment to bring the talent, tools and technology together to create entertainment that captures the world's imagination. Owned by Activision Publishing, Inc., Radical is continually ranked as one of the best places to work in B.C., according to BC Business magazine and Watson Wyatt. In 2006-2008 MediaCorp Canada ranked Radical as a Top 100 Canadian Employer, Top 10 Canadian Employer for Young People, and Top 20 B.C. Employer. For more information, please visit www.radical.ca.

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, 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.

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*Hardened Steel Upgrade unlockable for Xbox360® and Playstation®3 systems only. Available exclusively through Best Buy. Exclusive until June 12, 2012. While supplies last. Limited time only. Code received at time of purchase.

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