



Radical Entertainment and GameStop® Shape-Shift Your Ride With The PROTOTYPE® 2 Heller's Camaro GameStop Epic Rewards Giveaway™

Enter Now for a Chance to Win Sgt. James Heller's One-Of-A-Kind PROTOTYPE 2-Themed 1SS Camaro

SANTA MONICA, Calif., April 5, 2012 /PRNewswire/ -- Radical Entertainment and GameStop (NYSE: GME) rev things into high gear and unveil the **PROTOTYPE®2** GameStop Epic Rewards Giveaway™ and its grand prize- Sgt. James Heller's Camaro. Beginning today and ending at 11:59 PM CT on April 30, 2012, U.S. gamers can enter into a drawing to win this one-of-a-kind **PROTOTYPE 2** - themed 1SS Camaro and a limited edition Sgt. James Heller leather jacket — one of only 200 ever made. For full sweepstakes details, rules and regulations, or to enter the sweepstakes head over to: <http://www.poweruprewards.com/epicreward>. Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), will launch **PROTOTYPE 2** worldwide on April 24, 2012 for the Xbox 360® video game system from Microsoft and PlayStation®3 computer entertainment system, and on July 24, 2012 for Windows PC.

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 post-viral wastelands of 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 and check out www.prototypegame.com for the latest trailers, screenshots, special promotions and more! For the truly dedicated, go to www.facebook.com/prototype and join the **PROTOTYPE** Army — a community of over 450,000 (and growing) fans that receive constant updates from the team at Radical, including early sneak peeks at new information and assets, and head on over to www.prototypegame.com/store to get your hands on the newest **PROTOTYPE 2** apparel and merchandise.

PROTOTYPE 2 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 GameStop

GameStop Corp. (NYSE: GME), a Fortune 500 and S&P 500 company headquartered in Grapevine, Texas, is the world's largest multichannel video game retailer. GameStop's retail network and family of brands include 6,683 company-operated stores in 17 countries worldwide and online at www.GameStop.com. The network also includes: www.Kongregate.com, a leading browser-based game site; Game Informer(R) magazine, the leading multi-platform video game publication; Spawn Labs, a streaming technology company; and a digital PC game distribution platform available at <http://www.GameStop.com/PC>.

General information on GameStop Corp. can be obtained at the company's corporate website. Follow GameStop on Twitter @ www.twitter.com/GameStop and find GameStop on Facebook @ www.facebook.com/GameStop.

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.

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 **PROTOTYPE 2**, 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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