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## Activision and Hasbro Announce Upcoming **BATTLESHIP™** Videogame

### Tactical Naval Warfare, Combined with First-Person, Boots-on-the-Ground Gameplay, Lands this Spring

MINNEAPOLIS, Feb. 8, 2012 /PRNewswire/ -- Lock, load and prepare for grand oceanic action this spring because Hasbro (Nasdaq: [HAS](#) - [News](#)) and Activision Publishing Inc., a wholly owned subsidiary of Activision Blizzard Inc. (Nasdaq: [ATVI](#) - [News](#)), proudly present the **BATTLESHIP™** videogame developed with Double Helix Games. Inspired by the classic naval strategy game, this seek-and-find adventure is taken to spectacular new heights. As a stand-alone story from Universal Pictures' upcoming epic action-adventure of the same name, the **BATTLESHIP** videogame offers a blend of strategic naval command and first-person action gameplay.

"We're geared up for an outrageous sea and land conflict with the all new **BATTLESHIP** videogame," said David Oxford, Activision Publishing. "Inspired by the film's exciting action and stunning backdrop, the game is next-gen naval warfare that thrusts players into the middle of humanity's last stand against an unfamiliar menace."

**BATTLESHIP** follows elite demolitions specialist Cole Mathis as he clashes against an aquatic-based extraterrestrial peril in the sand and sea of the beautiful Hawaiian archipelago. Trapped in a veritable communications dead zone, Mathis must command the U.S. Navy fleet in a "siege on the sea," while simultaneously rallying the troops on land for a terrifying "war on the shore."

"With a **BATTLESHIP** videogame, we have an amazing opportunity to take our beloved property and give it a modern-day spin," said Mark Blecher, Senior Vice President and General Manager of Digital Media and Marketing at Hasbro. "The merging of tactical and action elements immerses players in an epic maritime conflict. Activision is completely up to the task of delivering a high-intensity thrill ride that's perfectly suited for today's console owners."

Combining naval strategy simulation with first-person shooter gameplay, players fend off the enemy beachside while ordering attacks against their marine counterparts. Seamlessly switching between battlefield and overview "Battle Command" map, the Hasbro game is brought to life as carriers, frigates, cruisers, destroyers, submarines and the legendary *USS Missouri* Battleship pummel the enemy in a race to strategic points that turn the tide of battle. The **BATTLESHIP** videogame is a next-gen marvel perfectly suited to turn nostalgic game junkies into battle-hardened admirals.

The **BATTLESHIP** videogame, developed by Double Helix for the Xbox 360® video game and entertainment system from Microsoft and the PlayStation®3 computer entertainment system, arrives in Europe this April and North America this May. In addition, there will be uniquely designed versions for the Wii™ system from Nintendo, Nintendo 3DS™, and Nintendo DS<sup>1</sup> hand-held system developed by Magic Pockets, with more details to come at a later date. The Nintendo versions are rated E10+ for Everyone 10+ by the ESRB. The PlayStation®3 and Xbox 360® are rated T for Teen by the ESRB. For more information on the game, please visit [www.battleshipthegame.com](http://www.battleshipthegame.com). For more information on the upcoming epic action-adventure "Battleship," which arrives in theaters on May 18, visit [www.battleshipmovie.com](http://www.battleshipmovie.com).

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](http://www.activision.com).

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: [HAS](#) - [News](#)) 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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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#### About Double Helix

Located in Irvine, California, Double Helix is home to 85 game developers across multiple projects. Many of the most senior game makers at Double Helix have been working together for more than 10 years. In addition, the studio leverages a wealth of proprietary technology, including HEXengine, a middleware caliber game engine and suite of tools and pipelines.

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