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Kids' Hit Cartoon Series Comes to Life with Activision Publishing's *TRANSFORMERS PRIME*™ Video Game Available Now

New *TRANSFORMERS* Action Video Game Launches Exclusively on Nintendo Platforms Today, and on Nintendo's Wii U™ System on November 18th

Santa Monica, CA – October 30, 2012 – The battle to protect mankind from the evil DECEPTICONS rages on in the *TRANSFORMERS PRIME*™ video game from Activision Publishing, Inc., a subsidiary of Activision Blizzard, Inc. (Nasdaq: [ATVI](#)). Created for kids and based on the award winning animated television show produced by Hasbro Studios seen in over 170 countries and airing on The Hub television network in the U.S., *TRANSFORMERS PRIME* allows fans to take on the roles of OPTIMUS PRIME, BUMBLEBEE, ARCEE, AUTOBOT RATCHET and BULKHEAD as they fight through heroic battles against the DECEPTICONS all around the world. Players will engage in brawler-style combat and diverse driving sequences in order to save Earth from the sinister MEGATRON and his new secret weapon, THUNDERWING. *TRANSFORMERS PRIME* is available now for Nintendo's Wii™ system, and the Nintendo 3DS™ and Nintendo DS™ handheld systems, and will be a day-one launch title for Nintendo's new Wii U™ system launching on November 18.

"The *TRANSFORMERS PRIME* television show is a fantastic series and we're excited to bring this new adventure to Nintendo and *TRANSFORMERS* fans alike," said Kurt Niederloh, Vice President, Activision Publishing. "We've worked hand-in-hand with Hasbro and the TV show producers to bring this all-new storyline to life with the spirit and trademark gameplay Nintendo gamers have come to know and love."

"Our fans can now interact with the *TRANSFORMERS PRIME* universe and all its rich characters in a whole new way," said Mark Blecher, Senior Vice President of Digital Media and Marketing at Hasbro. "Activision has done a great job of capturing the heart and soul of the television show and has created an engaging video game the entire family can enjoy."

Continuing the epic saga, the game centers around an original story set directly within the *TRANSFORMERS PRIME* universe, allowing gamers not only to play as their favorite AUTOBOT characters, but also cultivate close friendships with Jack, Miko and Raf – the human characters from the show – as TEAM PRIME sets out to protect mankind and eliminate the DECEPTICONS once and for all. For the Wii, Nintendo 3DS and Wii U versions of the game, players can also compete with or against their friends in adrenaline-pumping multiplayer modes that allow fans to choose from 11 different *TRANSFORMERS* characters from both factions.

TRANSFORMERS PRIME is developed by Now Production (NowPro) for Nintendo's Wii system, Nintendo 3DS and Wii U, and by Altron Corporation for Nintendo DS. The game is rated "E10+" (Everyone 10 and older – Fantasy Violence) by the ESRB.

For more information and exclusive updates, fans can visit www.TransformersPrimeTheGame.com.

Activision Broadcast Media Center

Members of the media can visit Activision Publishing's Broadcast Media Center to download broadcast quality video, web-ready video and high-resolution images. Broadcast Media Center: www.activisionvideo.com.

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 innovative, 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. © 2012 Hasbro, Inc. All Rights Reserved.

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, Brazil, Mexico, 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.

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