



Activision Publishing, Inc. and Rovio Entertainment Unveil **Angry Birds™ Star Wars®** for Gaming Systems

MINNEAPOLIS, July 18, 2013 /PRNewswire/ -- May the flock be with you! Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), in conjunction with Rovio Entertainment Ltd. and Lucasfilm Ltd., today announced that the mobile gaming sensation, **Angry Birds™ Star Wars®** is expected to release on console gaming systems for the first time October 29, 2013. Complete with new levels, features and platform-unique design elements, these new editions will be available for the Xbox 360® games and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PlayStation®Vita, Nintendo's Wii™ and Wii U™ systems and Nintendo 3DS™ handheld system.

"Downloaded more than 100 million times since its release last year, **Angry Birds Star Wars** melds together two of the biggest names in pop-culture entertainment for an out of this galaxy gaming experience," remarked Jami Laes, Executive Vice President of Games at Rovio Entertainment. "**Angry Birds** and **Star Wars**™ are franchises with millions of fans around the world, and we're excited to partner with Activision to bring the marriage of these beloved properties to gamers everywhere this holiday season."

Iterating on many of the engaging mechanics of **Angry Birds™** and **Angry Birds™ Space**, **Angry Birds Star Wars** evolves the core game design and hilarious tone of previous entries in the series with new characters, challenges, and environments that pay homage to the iconic hallmarks of the **Star Wars** universe. This title adds 20 never-before-seen exclusive levels — in addition to the existing 200 from the original **Angry Birds Star Wars** mobile game — and, for the first time ever, multiplayer modes. Play alongside family members or friends in two-player co-op mode to achieve a combined high score, or against them (up to four players) in competitive mode. The game also delivers achievements and trophies, leaderboards, high-definition graphics (on HD-compatible systems), as well as unlockable bonus levels, items and content.

Angry Birds Star Wars is not yet rated by the ESRB. For more information, please visit www.starwarsgame.angrybirds.com.

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Angry Birds have expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. Following this success, Rovio published Amazing Alex and is soon launching the brand new Bad Piggies game. www.rovio.com.

About Lucasfilm Ltd.

Lucasfilm Ltd., a wholly owned subsidiary of The Walt Disney Company, is a global leader in film, television and digital entertainment production. In addition to its motion-picture and television production, the company's activities include visual effects and audio post-production, cutting-edge digital animation, interactive entertainment software, and the management of the global merchandising activities for its entertainment properties including the legendary STAR WARS and INDIANA JONES franchises. Lucasfilm Ltd. is headquartered in northern California.

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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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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