



Activision, Bungie and Red Bull Partner to Deliver an Epic Quest for Destiny Players

In-Game Adventure and Rewards Available on Custom-Designed Destiny Red Bull Cans

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc. and Bungie, together with energy drink category leader Red Bull today announced a partnership that will bring an epic new quest to players of the popular sci-fi action adventure game franchise *Destiny* via custom-designed Red Bull® Energy Drink cans, inviting consumers across the United States and Canada to Become Legend, making this the first time a video-game, or any third party brand, has ever appeared on the iconic Red Bull can.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150624005490/en/>



Activision, Bungie and Red Bull partner to offer specially-marked cans of Red Bull offering players a boost preparing them for an in-game quest to launch with *Destiny*'s major expansion *The Taken King*, marking the first time a video-game, or any third party brand, has ever appeared on the iconic Red Bull can. (Photo: Business Wire)

integration into *Destiny*'s Planet View experience; midnight launch events; and college campus programs featuring *Destiny*.

The limited edition *Destiny* can will also feature Red Bull athlete, member of professional eSports organization OpTic Gaming, and *Destiny* super-fan Michael "Flamesword" Chaves. Chaves will offer his expertise and experience as an eSports athlete and coach to help guide players through the quest. His inclusion on the cans will also mark the first time an eSports athlete appears on a limited edition Red Bull® Energy Drink can.

"I'm really excited to be a part of this partnership," said Michael "Flamesword" Chaves, Red Bull eSport athlete. "I love that Red Bull and *Destiny* have a shared sense of adventure, camaraderie, and pushing boundaries that both brands embody. As a former Coach of OpTic Gaming and Team Captain of my current squad, I'm always looking to help others be at their best. I am

Access to the quest will be available on specially-marked cans of Red Bull and leverage themes of speed, tenacity and strategy inspired by the energy drink, through www.RedBullQuest.com. Each Red Bull can will also include bonus XP to help players prepare for this epic quest. Players can start using the bonus XP throughout the summer, with the in-game quest kicking off following the launch of *The Taken King*, the latest addition to the *Destiny* universe scheduled for release on September 15, 2015.

Red Bull will bring to life its unique marketing mix including collegiate tournaments, world-class Red Bull Athletes, and inspiring storytelling around the quest. A teaser video kicks off the journey and is available at www.redbullquest.com.

"This partnership brings two brands synonymous with adventure together to offer *Destiny* players a unique opportunity to further advance their Guardians in the *Destiny* universe," said Tim Ellis, Executive Vice President and Chief Marketing Officer for Activision. "Whether a player is new to *Destiny* or with us since launch, the special quest promotion will help give them the 'wings' and experience boost to take on *The Taken King*."

The partnership further extends the relationship between the two brands that began with the launch of *Destiny* in 2014, which included a Red Bull Media House web series;

very much looking forward to coaching the Destiny community through the quest and help everyone Become Legend!"

The first *Destiny*-branded cans will be available exclusively across 7-Eleven stores in July with a full retail roll-out in August. Closer to the launch of *The Taken King*, special *Destiny*-branded 4-packs of Red Bull will be available exclusively at Walmart that contain a Mega XP Accelerator, giving *Destiny* players an even greater advantage leading up to the launch.

The community can interact directly with the developers at www.Bungie.net, www.Facebook.com/Bungie and @Bungie on Twitter. For game information, they can visit www.DestinytheGame.com and follow the official *Destiny* social channels at www.Facebook.com/DestinytheGame and @DestinyTheGame on Twitter.

About Bungie

Over the past twenty years, Bungie has created a bunch of fun games, including the Halo franchise, the Marathon Trilogy, and the first two Myth games. Our independent, employee-owned development studio is located in Bellevue, Washington, the base from where we launched our most ambitious project to date: *Destiny*.

More information about Bungie can be found at www.bungie.net.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. 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 September 15, 2015 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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