



Activision Sells in More Than \$500 Million of *Destiny* Worldwide as of Day One

Destiny is the Most Successful New Video Game Franchise Launch of All Time

Destiny is the Highest-Selling Day One Digital Console Release in History

On Track to Become Activision's Next Billion Dollar Franchise

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that the company sold more than \$500 million of ***Destiny*** into retail stores and first parties worldwide as of day one, making the game the biggest new video game franchise launch in history.

"Based on extraordinary audience demand, retail and first party orders worldwide have exceeded \$500 million for ***Destiny***," said Bobby Kotick, CEO of Activision Blizzard. "This industry milestone marks another blockbuster success for our company and demonstrates our unique ability to create some of the most successful entertainment franchises in the world. The success of ***Destiny***, along with the recent introduction of Blizzard Entertainment's *Hearthstone*, is further validation of our unique capabilities to create great entertainment franchises from the ground up."

Destiny launched at over 11,000 midnight openings around the world, as fans in over 178 countries (Source: Radian6) shared their fervor on YouTube and in social media.

"Since the beginning, we've been confident that our investment and belief in ***Destiny*** would pay off. But not many people believed we'd be able to say it did so on day one," said Eric Hirshberg, CEO of Activision Publishing. "***Destiny*** is officially the biggest new franchise launch in our industry's history. It's also the highest-selling day one digital console release in history. We have more confidence than ever that ***Destiny*** will become one of the iconic franchises of this generation, and Activision's next billion dollar brand. Most importantly, it's just a great game which we can't stop playing. A big thanks to our incredibly talented team and partners who helped make this happen, most importantly, our partners at Bungie."

About Bungie

Bungie was founded in 1991 with two goals: develop kick ass games that combine state-of-the-art technology with uncompromising art, captivating storytelling, and deep gameplay, and then to sell enough copies to fund our ongoing quest for World Domination. Over the past twenty years, Bungie 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 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 worldwide developer, publisher and distributor of interactive entertainment, including such blockbuster franchises as Call of Duty®, Skylanders and *Destiny*.

Activision maintains operations in the U.S., Canada, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Denmark, the Netherlands, Australia, Singapore, mainland China, Hong Kong 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 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

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