



## **Activision Blizzard Joins Change the Equation to Solve America's Innovation Problem**

SANTA MONICA, Calif., Sept 24, 2010 /PRNewswire via COMTEX News Network/ -- Activision Blizzard, Inc. (Nasdaq: ATVI) announced today that it has joined Change the Equation (CTEq), a corporate-led initiative to cultivate widespread literacy in science, technology, engineering and math (STEM). First announced last week by President Obama, CTEq will not only achieve the President's Educate to Innovate campaign mission to increase private and philanthropic involvement in STEM education, but also will meet a critical need for a workforce and a citizenry fluent in science and math.

Change the Equation is bringing together top companies like Activision Blizzard across multiple sectors, all of which are dedicated to preparing students for STEM-related careers as an investment in their business, the economy and our democracy. Through innovative and effective company-led programs, Activision Blizzard and CTEq aim to fill the opportunity gap with capable and enthusiastic STEM-literate young people. It is the first and only STEM education group that brings so many corporate leaders together in collaboration with the White House, State Houses nationwide, and the foundation community. Activision Blizzard joins founding members Time Warner Cable, Sally Ride Science, Kodak, Intel and Xerox.

"Investing in, and collaborating on STEM education has been a priority for our company," said George Rose, Chief Public Policy Officer at Activision Blizzard. "STEM literacy is a business imperative for our nation's economic excellence, success and citizenship. Our collaboration will not only help students, but will revive our economy, fuel our competitiveness, and ultimately empower our nation."

CTEq has an ambitious agenda for its first year, including creating a snapshot of existing STEM investments by its 100 member companies to establish a baseline of STEM programs. Activision Blizzard will implement its STEM initiative with a focus on using video games to promote student interest in science and technology.

CTEq also will create a self-evaluation mechanism for member companies to measure the effectiveness of their STEM programs. It will also launch an ambitious plan to initiate a core set of very effective programs in 100 new sites across the country to broaden the philanthropic reach of CTEq members and to create a state-by-state scorecard that can assess the condition of STEM education in all 50 states.

CTEq evolved as a result of the first Educate to Innovate Event in November 2009, when President Obama named five leading business and thought leaders (Sally Ride, Craig Barrett, Ursula Burns, Glen Britt, and Antonio Perez) to head an effort to improve American student participation and performance in science, technology, engineering, and mathematics. The Carnegie Corporation of New York and the Gates Foundation generously provided challenge grants to launch the organization.

CTEq's goals are to:

1. Improve STEM teaching at all grade levels, with a larger and more racially, ethnically and gender-diverse pool of highly-capable STEM teachers.
2. Deepen student appreciation and excitement for STEM programs and careers to increase enrollment and success, especially among females and students of color.
3. Achieve a sustained commitment to the STEM movement from business leaders, government officials, STEM teachers and other stakeholders through communication, collaboration and data-based decision making.

### **About Activision Blizzard**

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is a worldwide online, PC, console, handheld and mobile game publisher with leading positions across every major category of the rapidly growing interactive entertainment software industry.

Activision Blizzard maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, South Korea and China. More information about Activision Blizzard and its products can be found on the company's website, [www.activisionblizzard.com](http://www.activisionblizzard.com).

### **About Change the Equation**

Change the Equation (CTEq) is a non-profit organization whose 100 member companies from across industry sectors are dedicated to promoting innovation and investment in STEM teaching and learning. CTEq aims to give STEM education a

central place in the national lexicon of excellence and achievement, establishing a national movement to support, promote and implement excellent STEM education for every child.

SOURCE Activision Blizzard, Inc.

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