



Activision Announces Winners of the Activision Independent Games Competition

"Dstroyd" by Peter Angstadt takes First Place while "Rigonauts: Broadside" by Engient Receives Second Place

SANTA MONICA, Calif., July 27, 2011 /PRNewswire/ -- In an effort to help foster creativity and innovation from the rising talent in the independent game development community, Activision Publishing, Inc. (Nasdaq: ATVI) is proud to announce today the winners of the first round of the inaugural Activision Independent Games Competition. The winners are being rewarded for their hard work and creativity with cash prizes to be used further develop their winning ideas. *Dstroyd* by Peter Angstadt won the first place cash prize of \$175,000, while *Rigonauts: Broadside* by Engient took the second place cash prize of \$75,000.

The Activision Independent Games Competition is open to all independent developers located in the United States, either individuals or teams, and submissions for completed or in-development games (including game concepts/proposals). Activision will award a total of \$500,000 in development support throughout this competition, which will be conducted in two phases. Details regarding the second phase of the competition will be announced in the near future.

"The first round of the competition was very impressive, and we have thoroughly enjoyed this opportunity to show our commitment to supporting the creative spirit and innovation of independent developers," said Dave Stohl, Executive Vice President of Studios at Activision. "We look forward to continuing to reward independent developers for their remarkable efforts, and inspiring them to turn their dreams into reality."

Interviews with the winners along with details about their winning submissions can be found at the following links:

Dstroyd: by Peter Angstadt

<http://bit.ly/AIGCdstroyd>

Rigonauts: Broadside by Engient

<http://bit.ly/AIGCrigonauts>

About Activision:

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.

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. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles,

counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the 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.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media