



## Destiny Beta Concludes as Biggest Beta in This Console Generation

*Largest Console Beta for a New Video Game IP*

*Over 4.6 Million Fans Played Beta*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), and Bungie today confirmed millions of people have played their upcoming and award-winning game **Destiny** during their beta test to gather vital information in preparation for launch. The **Destiny** Beta included a sampling of major activities featured in the full game. The beta began first on PlayStation®4 and PlayStation®3 on July 17 and came to a close Sunday evening, with **4,638,937 unique players** participating.

"This is the biggest beta of this console generation by a wide margin and the largest console beta ever for a new video game IP to date," said Eric Hirshberg, CEO of Activision Publishing. "Hosting a beta at this scale is an incredible feat, so we're thrilled to see the phenomenal response. But the beta is just a taste of what's to come. We're counting down the days to our launch day, September 9th."

"We were totally blown away by the number of people who played the beta," said Pete Parsons, COO of Bungie. "We surpassed even our own goals and the feedback was invaluable. We cannot thank the community enough, the response was humbling and in the weeks ahead we'll be working hard to ensure that **Destiny** lives up to the expectations at launch."

### **About Destiny**

Players are cast as Guardians of the last city on Earth, who will explore the ancient ruins of our solar system from the red dunes of Mars to the lush jungles of Venus. Able to wield incredible power, gamers must battle humanity's enemies and reclaim all that was lost during the collapse of mankind's Golden Age. In a story-driven universe, **Destiny** unfolds through grand tales and epic adventures by immersing players in a bold new universe filled with cooperative, competitive, public, and social activities, all seamlessly connected. **Destiny** is rated T for Teen by the ESRB (Animated Blood and Violence).

For more information, visit [www.DestinyTheGame.com](http://www.DestinyTheGame.com). For exclusive updates, follow the official **Destiny** social channels at [www.facebook.com/DestinyTheGame](https://www.facebook.com/DestinyTheGame) and @DestinyTheGame on Twitter, and interact directly with the developers at [www.Bungie.net](http://www.Bungie.net).

### **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 their 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. Now independent, employee-owned, and located in Bellevue, Washington, Bungie is preparing to unleash their newest creation, **Destiny**, upon the world.

More information about Bungie can be found at [www.bungie.net](http://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 and leisure products.

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](http://www.activision.com).

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Source: Activision Publishing, Inc.

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