



Activision Publishing, Inc. Ushers in the Next-Generation of Gaming at Electronic Entertainment Expo 2013

Targeted Line-up Includes Call of Duty®: Ghosts, Destiny™ and Skylanders SWAP Force™

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), is ushering in the next-generation of gaming at the 2013 Electronic Entertainment Expo (E3 Expo) taking place at the Los Angeles Convention Center from June 11 — 13, 2013 with a blockbuster lineup that features some of the industry's biggest franchises. On display at Activision's booth #647 in the South Hall, the company's slate includes [Call of Duty®: Ghosts](#), [Destiny™](#) and [Skylanders SWAP Force™](#).

"This is obviously a big year — not just for Activision, but for the entire industry," said Eric Hirshberg, CEO of Activision Publishing. "There's a console transition coming and naturally, everyone wants to see what new possibilities that will unleash in the games. We remain laser focused on delivering the things we know our gamers care about most: great gameplay, immersive worlds, and cool innovations. And that's what our amazing lineup at E3 this year will deliver."

Activision's E3 Slate Includes:

Call of Duty: Ghosts — Developed by Infinity Ward, the studio that created the original *Call of Duty®* and the critically-acclaimed *Call of Duty®: Modern Warfare®* series, ***Call of Duty: Ghosts*** is the next generation of *Call of Duty* and a stunning leap forward for the franchise. The game delivers an all-new world, setting and cast of characters, all powered by a new, next-generation engine. For the first time, gamers play as the underdog, fighting as part of a single squad against an enemy that has superior numbers and firepower. ***Call of Duty: Ghosts***' next-gen engine delivers gameplay innovations throughout the entire game, including several new multiplayer features that will be unveiled in the coming months. The game is expected to release on November 5, 2013 for the Xbox 360® games and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows® PC. (Developed for Xbox One®, the all-in-one games and entertainment system from Microsoft, Xbox 360, PlayStation®4 computer entertainment system, PlayStation®3 system and Windows PC; not yet rated by the ESRB.)

Destiny — Activision in partnership with Bungie, the creators of *Halo®*, will showcase ***Destiny***, the next evolution in interactive entertainment that brings first-person action gamers together in a shared, persistent online world filled with sweeping adventures. ***Destiny*** casts players as Guardians of the last city on Earth, who will traverse 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's*** saga 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. (Developed for the PlayStation 4 system, PlayStation 3 system, Xbox One and Xbox 360; not yet rated by the ESRB.)

Skylanders SWAP Force — Activision's ***Skylanders SWAP Force*** continues to build upon the success of the award-winning franchise's signature gameplay and collectible toy experience with the introduction of an innovative feature — dynamic swapability. Kids and gamers will have unprecedented levels of choice in how they explore Skylands and battle Kaos by swapping the top and bottom halves of the toys to transform 16 *SWAP Force*™ characters into more than 250 unique combinations. Set in a richly detailed world of next generation visual fidelity, ***Skylanders SWAP Force*** takes kids on an all-new adventure with 32 never-before-seen heroic characters that each offer unique powers and personalities. The game also features new abilities — such as flying, climbing, and teleporting — which can be used in special areas of Skylands. Additionally, fans can play with their entire collection of 100+, forward-compatible toys from both *Skylanders Spyro's Adventure*® and *Skylanders Giants*™. ***Skylanders SWAP Force*** is set to release in North America on October 13, Australia on October 16 and Europe on October 18. Fans can pre-order ***Skylanders SWAP Force*** Starter Packs worldwide beginning on June 7; all games pre-ordered at participating retailers worldwide also will come with a free Skylanders toy. Suggested retail pricing: starter pack, \$74.99; individual action figures, \$9.99 for core characters, \$14.99 for new SWAP Force characters. (Developed by Vicarious Visions for the PlayStation 4 system, PlayStation 3 system, Xbox One, Xbox 360 and the Wii U™ system from Nintendo; the Wii™ from Nintendo version is in development by Beenox; the portable Nintendo 3DS™ version is in development by n-Space; not yet rated by the ESRB.)

About Activision Press and Broadcast Media Center

Screenshots and game information about Activision's E3 video game line-up can be found at: www.activision.com/presscenter.

Broadcast media can visit Activision's Broadcast Media Center to download broadcast quality video, web-ready video and high-resolution images. Broadcast Media Center: <http://www.activisionvideo.com>.

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, Norway, Denmark, the Netherlands, Australia, mainland 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, including expected launch dates for new products, 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.

Halo is a registered trademark of Microsoft Corporation in the United States and/or other countries. Microsoft is not the publisher of Destiny. Activision has no affiliation with Halo.

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Nintendo trademarks and copyrights are properties of Nintendo. © 2013 Bungie, Inc. All rights reserved. Destiny, the Destiny Logo, Bungie and the Bungie Logo are among the trademarks of Bungie, Inc. Published and distributed by Activision. ACTIVISION, SKYLANDERS SPYRO'S ADVENTURE, SKYLANDERS SWAP FORCE, SKYLANDERS GIANTS, SWAP FORCE, LIGHTCORE, CALL OF DUTY, MODERN WARFARE, and CALL OF DUTY GHOSTS are trademarks of Activision Publishing, Inc.

All other trademarks and trade names are the properties of their respective owners.

Activision Publishing, Inc.

North America

Maclean Marshall

424.744.5674

maclean.marshall@activision.com

or

Europe / Emerging Markets

Craig O'Boyle

+44 (0) 203 060 1140

craig.oboyle@activision.com

or

Australia

Natasha Brack

+61 2 9506 2743

natasha.brack@activision.com

Source: Activision Publishing, Inc.

News Provided by Acquire Media