



Activision Blizzard Appoints Kristin Binns as SVP, Chief Communications Officer

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SANTA MONICA, Calif.--(BUSINESS WIRE)--Jun. 14, 2018-- Activision Blizzard, Inc. (NASDAQ: ATVI) today announced the appointment of Kristin Binns as Senior Vice President and Chief Communications Officer. In this role, Ms. Binns will oversee global communications, responsible for creating a comprehensive communications strategy for the company which produces some of the world's most iconic franchises, including Call of Duty®, World of Warcraft®, Overwatch®, and Candy Crush™.

Ms. Binns joins Activision Blizzard from Twitter, Inc., where she has served as the Head of Corporate Communications since September, 2016. During her tenure at Twitter, Ms. Binns spearheaded a multifaceted communications strategy in support of the company's turnaround effort that ultimately reignited revenue growth, increased user engagement, and drove GAAP profitability for the first time in Twitter's history.

Prior to joining Twitter, she served as the Vice President of Public Relations at Anthem, Inc., where she guided the company through the implementation of health care reform, among other high profile issues. Binns began her career in political communications on Capitol Hill and held a number of leadership roles at General Electric and NBC Universal.

"I'm excited to add another dynamic leader to our talented team. Kristin's breadth of experience and fresh perspective will help advance our powerful narrative which extols fun, competition and community for our hundreds of millions of fans worldwide," said Bobby Kotick, CEO, Activision Blizzard.

"It's an incredible time to join Activision Blizzard whose iconic franchises have enriched the lives of so many fans in new and innovative ways," said Ms. Binns. "I'm excited to help shape and tell Activision Blizzard's story as the world's leading interactive entertainment company."

Ms. Binns will officially join Activision Blizzard in July, reporting directly to Mr. Kotick.

About Activision Blizzard

Activision Blizzard, Inc., a member of the Fortune 500 and S&P 500, is the world's most successful standalone interactive entertainment company. We delight hundreds of millions of monthly active users around the world through franchises including Activision's Call of Duty®, Destiny, and Skylanders®; Blizzard Entertainment's World of Warcraft®, Overwatch®, Hearthstone®, Diablo®, StarCraft®, and Heroes of the Storm®; and King's Candy Crush™, Pet Rescue™, Bubble Witch™, and Farm Heroes™. The company is one of the Fortune "100 Best Companies to Work For"®. Headquartered in Santa Monica, California, Activision Blizzard has operations throughout the world, and its games are played in 196 countries. More information about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

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