



Activision Blizzard and Web Wise Kids Partner to Empower Youth to Thrive in a Digital World

SANTA ANA, Calif. and SANTA MONICA, Calif., Oct 08, 2010 /PRNewswire via COMTEX News Network/ -- Activision Blizzard, Inc. (Nasdaq: ATVI), the interactive entertainment software industry's leading publisher, and Web Wise Kids, the recognized leader in Internet safety education, are forming a partnership to empower youth and families to make wise choices in their digital lives. Together, the organizations stand by their strong commitment to keeping kids safe online and promoting good digital ethics.

"We appreciate the continued passion and support that Web Wise Kids has demonstrated by providing innovative and effective tools to assist America's youth to flourish in a world of media and technology," said George Rose, chief public policy officer for Activision Blizzard. "Activision is proud to be a part of their effort in educating America's youth on safety across all digital media."

"Being the leading online and console game publisher in the world, Activision is the ideal partner for Web Wise Kids as we move into our second decade of reaching out to youth," said Judi Westberg Warren, president of Web Wise Kids. "We are committed to delivering the most engaging simulated, experiential learning games to teach Internet safety to youth and are thrilled at the opportunity of working together."

The newly formed partnership will work to educate kids and parents on how to avoid inappropriate or unlawful online behavior and use the Internet safely and responsibly. By addressing issues like piracy, fraud, sexting, bullying, social networking, blogging, cyber stalking, online predators, identity theft and more-- educational gaming and programs prepare young people so they can safely explore the best that the Internet has to offer.

For more information on Web Wise Kids, visit www.webwisekids.com. Follow Web Wise Kids on Twitter at @webwisekids, Facebook at <http://www.facebook.com/webwisekids> or YouTube at <http://www.youtube.com/webwisekids>.

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.

About Web Wise Kids

Web Wise Kids is a national non-profit organization dedicated to empowering today's youth to make wise choices online through easy-to-use, school-approved Internet safety education programs for young people. Today's e-generation is taught valuable lessons using unique computer games with fun, interactive simulations based on real-life criminal cases. Web Wise Kids programs have reached more than ten million children and thousands of parents nationwide in conjunction with school systems, law enforcement, and community-based youth organizations.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Blizzard's expectations, plans, intentions or strategies regarding the future, including statements under the heading "Company Outlook," are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Blizzard 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 Blizzard'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 Blizzard's titles, increasing concentration of titles, shifts in consumer spending trends, the impact of the current macroeconomic environment and market conditions within the video game industry, the seasonal and cyclical nature of the interactive game market, any further difficulties related to *World of Warcraft* in China, Activision Blizzard'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 Blizzard'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. The forward-looking statements in this release are based upon information available to Activision Blizzard as of the date of this release, and Activision Blizzard assumes no 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 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.

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