

The Debut Chapter of King's Quest[™] from Sierra[™] is Now Available

King's Quest⁷⁴A Knight to Remember begins the new adventures contained within the five-chapter release.

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Today *Sierra*^{7/}part of Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: <u>ATVI</u>), released the first chapter in its new reimagining of one of adventure gaming's most treasured franchises, *King's Quest*!^M itled *King's Quest*: A Knight to Remember, this debut chapter is now available as a digital download in North America for \$9.99 on Windows PC via Steam. It will be available later today for the same price on the PlayStation[®] 4 and PlayStation[®] 3 computer entertainment systems through the PlayStation[®]Store, as well as for Xbox One and Xbox 360 on the Xbox Games Store. It is rated E10+ (Everyone 10 and Up) by the ESRB.

Players may also purchase *King's Quest: The Complete Collection*, a bundle containing all five chapters of the new *King's Quest* along with an exclusive bonus playable story epilogue*, for \$39.99 on the PlayStation®Store, Xbox Games Store and Steam. Alternately, those who buy *King's Quest:* A Knight to Remember individually at launch can choose to purchase the *King's Quest Season Pass*, securing their access to the remaining four chapters of the game once available, but not the bonus epilogue, for \$29.99.

Developed by The Odd Gentlemen, an independent studio with a talent for crafting fantastical tales, characters and worlds, the new *King's Quest* rekindles the classic charm and curiosity that has captivated fans of this family-friendly series for over 30 years. As an aging King Graham looks back on a life of heroic adventure with his precocious granddaughter, Gwendolyn, players will be able to experience firsthand the unforgettable puzzles, places and personalities of his greatest untold stories. The first passage in a five-chapter journey, *King's Quest*: A Knight to Remember unfolds on Graham's early days as a bright-eyed teen in Daventry, competing in a contest of wits and valor for a knighthood in King Edward's royal court.

"Today is a new beginning, both for those of us who grew up with the *King's Quest* games that Roberta Williams and Sierra Entertainment created, as well as for those who are visiting Daventry for the very first time," said Matt Korba, President and Creative Director of The Odd Gentlemen. "We hope we've made something that feels special for everyone as we turn together to a new page in Graham's legend."

The second chapter of *King's Quest* is expected to arrive later this year. For more news and updates until then, please visit <u>www.sierra.com</u>, and follow Sierra on <u>Facebook</u> and <u>Twitter</u>.

*Subsequent chapters and epilogue may be downloaded in-game as available upon individual release throughout 2015 and 2016.

About The Odd Gentlemen

The Odd Gentlemen are a small team of gentlefolks based in Los Angeles. Founded in 2008, they create games that are humorous and charming with fantastical worlds, quirky characters, and compelling stories that highlight creative and innovative gameplay. Striving to create experiences that all ages can enjoy, they want to bring classic charm and wonder back into games. For more information or updates about The Odd Gentlemen, visit <u>www.theoddgentlemen.com</u> or follow them on <u>Twitter</u>.

About Sierra

Developer-led and player-focused, *Sierra* publishes highly curated titles that embody best-in-class efforts from indie developers. From providing development funding and deep first-party relations to marketing and retail distribution, *Sierra* caters to the individual needs of each indie studio. *Sierra* will primarily publish on digital distribution platforms including Xbox Live, PlayStation®Network and Steam for PC. For more information, please visit <u>www.sierra.com</u>.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found on the company's website, <u>http://www.activision.com</u> or by following <u>@Activision</u>.

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