Get Ready For The Run Of A Lifetime As Crash Bandicoot™ Is Unleashed On Mobile Worldwide

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Everyone's favorite marsupial stars in brand-new mobile adventure ***Crash Bandicoot: On the Run!™*** *now available for free on iOS and Android*

First collaboration with Activision pairs King's unparalleled development talent with legendary Crash Bandicoot franchise

NEW YORK & LONDON--(BUSINESS WIRE)--Mar. 25, 2021-- King, a leading interactive entertainment company for the mobile world, today announced that ***Crash Bandicoot: On the Run!*** ™ is now available to download and play for free worldwide on iOS and Android mobile devices. In the all-new ***Crash Bandicoot*** mobile adventure, players will run, spin, swipe and smash their way through mysterious lands, defeating the henchmen of Dr. Neo Cortex who has dispatched iconic villains across the multiverse. With the help of his sister Coco, Crash must bash Cortex's minions back to their own dimensions!

"We're very excited for players to finally get their hands on ***Crash Bandicoot: On the Run!***," said Stephen Jarrett, Vice President of Game Design at King. "It's been a labor of love for King to bring everybody's favorite marsupial to mobile in a way that is unique and fresh, while honoring more than 25 years of rich history with the beloved character. We wanted to make this the Crashiest Crash game ever!"

"We are excited to deliver a new mobile experience that pairs Activision's beloved franchise together with King's unparalleled mobile expertise," said Daniel Alegre, President & Chief Operating Officer at Activision Blizzard. "This collaboration is a great example of how we are working across our franchises to bring our IP to players on different platforms. We can't wait for our fans to jump in."

Crash Bandicoot: On the Run! offers an un-fur-gettable gameplay experience, with a variety of running challenges and exciting features that add depth and progression to the game including time trials, collection runs, base building and crafting. The game will also be updated regularly with new cosmetic items, classic and creative new skins, and much more during regular seasonal updates.

The all-new ***Crash Bandicoot: On the Run!*** will also launch with a range of exciting social features including Teams and Survival Runs. Players can choose to join a team with friends or start their own where they can chat with other Bandicoot fans or compete against one another on asynchronous multiplayer runs to climb the leaderboard and earn special rewards.

The Wumpa Archipelago is vast and fans of the Crash Bandicoot franchise will immediately recognize memorable regions from previous Crash Bandicoot games, such as Temple Ruins, Turtle Woods, The Lost City, The Lab and more. Classic enemies and bosses, including Scorporilla, Nitrus Brio and Fake Crash will try to thwart Crash's progress in a brand-new adventure that gamers can play on the go.

Crash Bandicoot: On the Run! is now available to download and play for free on iOS and Android. For more information visit www.CrashOnTheRun.com.

About King

King is the game developer behind the world-famous Candy Crush franchise, as well as mobile game hits including Farm Heroes, Bubble Witch and Pet Rescue. Candy Crush is the top-grossing franchise in US app stores, a position it has held for the last two years, and King's games are being played by 240 million monthly active users as of Q4 2020. King, which is part of the Activision Blizzard group (NASDAQ: ATVI) since its acquisition in 2016, employs nearly 2,000 people in game studios in Stockholm, Malmö, London, Barcelona and Berlin, and offices in San Francisco, New York, Chicago, Los Angeles and Malta.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves King's expectations, plans, intentions or strategies regarding the future, including statements about the features, functionality and launch of *Crash Bandicoot: On the Run!*, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause King'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 King and Activision Blizzard as of the date of this release, and neither King 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 King 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.

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