



Submissions Begin October 3, 2011 for the Activision Independent Games Competition

\$250,000 Award Will Fund Two Best Game Concepts Program to Be Juried by IndieCade

SANTA MONICA, Calif., Oct. 3, 2011 /PRNewswire/ -- Demonstrating its ongoing commitment to the development of new talent and creativity, Activision Publishing, Inc. (Nasdaq: ATVI) today announced a call for submissions for the second Activision Independent Games Competition — an award program designed to foster innovation.

Open to all independent developers with headquarters in the United States, the Activision Independent Games Competition, to be administered by IndieCade, offers the winning studio or individual funding for game concept, titles in development or completed works. Ownership of submission remains with the creator. Submissions will be accepted from October 3, 2011 through December 31, 2011.

The first place winner will receive a cash award of \$175,000 and the second place winner will receive \$75,000 to assist them with the development of their game.

IndieCade, the preeminent organization supporting the indie community, will promote the competition and vet jury submissions to determine semi-finalists.

"This competition underscores Activision's commitment to fostering creativity in the independent development community," Dave Stohl, Executive Vice President of Studios, Activision, said. "Many of us began our careers as indies, so we are very proud to offer this kind of support and encouragement to a couple of the industry's young visionaries."

The partnership between Activision and IndieCade for the award program acknowledges the important role IndieCade plays in fostering opportunities for young, creative and independent game talent.

"Working with IndieCade is allowing Activision to bring our message of support directly to the community," explained Stohl. "The programs IndieCade offers — conferences, awards and the annual IndieCade Festival, a celebration of independent studio success — touch the community core."

For a copy of the official rules and submission instructions, as well as more information on the Activision competition, visit <http://www.activision.com/IndependentGamesCompetition>.

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, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Contest ends December 31, 2011. For Official Rules and prize descriptions, visit <http://www.activision.com/IndependentGamesCompetition>. Sponsor: Activision Publishing, Inc., 3100 Ocean Park Boulevard, Santa Monica, CA 90405.

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 that are not facts and involve a number of risks and uncertainties. Activision Publishing 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 Publishing'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 Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of

the interactive game market, Activision Publishing'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 Publishing'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 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.

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