



Activision and Bungie Announce Destiny® Beta Early 2014

Pre-Order Now at Participating Retailers for Invite-Only Access to Beta

Shared World Shooter Game Launches Next Spring

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Be among the first to blaze a trail through the wild frontiers of *Destiny*, the next evolution of entertainment from the creators of *Halo*®, and the company that brought you *Call of Duty*®. Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), and Bungie today announced that fans who pre-order the game at participating retailers worldwide will get early access to the *Destiny* Beta, which will include a diverse sampling of major activities featured in the full game. The Beta will begin in early 2014 on the PlayStation®4 computer entertainment system; PlayStation®3 computer entertainment system; Xbox One, all-in-one games and entertainment system and Xbox 360 games and entertainment system from Microsoft.

To celebrate the announcement, Activision and Bungie have released a new trailer entitled "*The Moon*," featuring a highlighted destination in the game, and the *Hive*, one of the four enemy races featured in *Destiny*. <http://www.youtube.com/watch?v=eAbpZfqE8r4>

"We have no doubt *Destiny* is not only a great action game but also the next great entertainment property," said Eric Hirshberg, CEO of Activision Publishing. "That means we're putting all our creative support, and all our expertise in creating blockbuster franchises, into a colossal *Destiny* Beta that we believe will set a new bar for the next generation of games. Fans have a lot to look forward to in 2014."

"*Destiny* is the most ambitious game we have ever made, and it's our chance to transform the way you experience a new Bungie universe," said Harold Ryan, Bungie president. "From day one *Destiny* has been an incredibly bold vision that Activision shares with Bungie. *Destiny* is a massive universe that is populated by the players, and for that reason we need fans to get their hands on the game, fans all around the world. We can't wait!"

Destiny Beta Redemption Codes are only available while supplies last. To see a list of participating global retailers, fans can visit <http://www.destinythegame.com/wheretobuy>. Upon pre-ordering the game at a participating retailer, fans can visit <http://bungie.net/beta> and follow the instructions on the page to secure their spot in the Beta. The required 9-digit entry code will be printed on their receipt, on a flyer distributed at time of purchase or sent via email through their respective retail rewards program. Fans that pre-ordered before October 1st 2013 and qualify for this offer are automatically entered into the Beta and will receive their entry code from their retailer via email. All questions or concerns related to the Beta code should be brought to the attention of the retailer.

About Destiny

Players are cast as Guardians of the last city on Earth, who will traverse the ancient ruins of our solar system from the red dunes of Mars to the lush jungles of Venus. Able to wield incredible power, gamers must battle humanity's enemies and reclaim all that was lost during the collapse of mankind's Golden Age. In a story-driven universe, *Destiny's* saga unfolds through grand tales and epic adventures by immersing players in a bold new universe filled with cooperative, competitive, public, and social activities, all seamlessly connected. *Destiny* is not yet rated by the ESRB.

For more information, visit www.DestinyTheGame.com. For exclusive updates, follow the official *Destiny* social channels at www.facebook.com/DestinyTheGame and @DestinyTheGame on Twitter, and interact directly with the developers at www.Bungie.net.

About Bungie

Bungie was founded in 1991 with the goals of developing games that combine brilliant technology, beautiful art, intelligent stories and deep gameplay, and then selling enough of those games to achieve its real goal of total world domination. Bungie has spent the last decade forging the *Halo* series into an award-winning global entertainment phenomenon, but their pedigree goes back twenty-two years with such acclaimed titles as the *Marathon* Trilogy and the original two *Myth* games.

Armed with the best talent, state-of-the-art technology, and the finest community on the planet, Bungie is preparing to unleash

their newest creation upon the world, *Destiny*. More information about Bungie can be found at www.bungie.net.

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

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Source: Activision Publishing, Inc.

News Provided by Acquire Media