



Activision Publishing, Inc. Showcases Next Generation Lineup at Electronic Entertainment Expo 2014

Call of Duty: Advanced Warfare, Skylanders Trap Team and Destiny Showcase Blockbuster Lineup

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), is set to kick-off this year's Electronic Entertainment Expo (E3 Expo) with a blockbuster lineup featuring the #1 and #3 videogame franchises of 2013 in the U.S., including toys and accessories, according to the NPD Group¹, and what could be the biggest new videogame IP of the year. Starting Tuesday, June 10, at the LA Convention Center, the company will debut a new era for the *Call of Duty*® franchise with ***Call of Duty®: Advanced Warfare***, while showcasing the newest innovative title from the popular *Skylanders*® brand with ***Skylanders Trap Team***™ and the highly anticipated ***Destiny***®. Both *Skylanders* and *Destiny* will be playable on the show floor. Activision will be located in the South Hall, booth #1647.

"This year's E3 has been years in the making for us," said Eric Hirshberg, CEO of Activision Publishing, Inc. "Each game we are showcasing is the result of our commitment to quality and innovation: our first 3-year development and our first new lead developer on the *Call of Duty* franchise in a decade with ***Call of Duty: Advanced Warfare***. Our biggest innovation since we invented the Toys-to-Life category with ***Skylanders Trap Team***. And the result of over four years of passion, partnership and investment to bring Bungie's vision for ***Destiny*** to life. I think this is the best slate in Activision's history and I can't wait for gamers to get a closer look."

Activision's E3 Slate Includes:

Call of Duty: Advanced Warfare - Developed by Sledgehammer Games, ***Call of Duty: Advanced Warfare*** delivers gamers an immersive and compelling narrative, jaw-dropping visuals and, for the first time in *Call of Duty*, exoskeleton gameplay that will redefine how people play the game. Players become the advanced soldier enabled with the power of the exoskeleton, an advanced arsenal of never-before-seen weaponry, new abilities and new gameplay mechanics. The first *Call of Duty* to benefit from a three-year development cycle, ***Call of Duty: Advanced Warfare*** is built specifically for the next generation consoles. The game takes place in a future setting that immerses players into an emotional journey with a new cast of characters poised to set a new bar for the franchise. The title is scheduled for release on November 4 for Xbox One, the all-in-one games and entertainment system from Microsoft, the Xbox 360 games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, PlayStation®3 computer entertainment system and Windows PC; not yet rated by the ESRB. For more information, visit: www.callofduty.com, www.facebook.com/callofduty, www.youtube.com/callofduty or follow @CallofDuty on Twitter and [Instagram](#).

Destiny - From Bungie, the creators of *Halo*®, and Activision, the company that brought you *Call of Duty*, comes ***Destiny***, an epic, action-packed adventure set in a familiar but mysterious universe. ***Destiny*** delivers a new way to play first-person action games in a story-driven universe filled with single player, cooperative, competitive, public, and social activities, all seamlessly connected and a vast, persistent universe, creating the world's first "Shared World Shooter." In ***Destiny***, gamers become Guardians of the last city on Earth, able to wield incredible powers and explore the far reaches of our solar system. The game will be available on September 9 for the PlayStation®4 system, PlayStation®3 system, Xbox One, the all-in-one games and entertainment system from Microsoft and Xbox 360. 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.

Skylanders Trap Team - Developer Toys for Bob, creators of the Toys-to-Life™ phenomenon, return with another exciting innovation with ***Skylanders Trap Team***. The newest installment to the *Skylanders* franchise will reverse the magic of bringing toys-to-life, letting kids take characters out of the digital world and bring them into the physical world. In ***Skylanders Trap Team***, Portal Masters seek out and defeat the most wanted villains in all of Skylands, pulling them out of the game and into living rooms by capturing them in Traps. Players can then send villains back into the game where they play as them to fight for good. ***Skylanders Trap Team*** will include the Traptanium Portal™, a new ring of magical energy that enables kids to not only bring their Skylanders to life, but also capture villains using the new Traps. ***Skylanders Trap Team*** introduces new heroes known as Trap Masters and will be available on October 5 in North America for Xbox One and Xbox 360 games and entertainment systems from Microsoft, PlayStation®4 system, PlayStation®3 system, Nintendo's Wii™ system and Nintendo's Wii U™ system. A completely unique adventure will be available on the Nintendo 3DS™ ~~and~~ system.

About Activision Press and Broadcast Media Center

Screenshots and game information about Activision's E3 video game line-up can be found at: www.activision.com/presscenter.

Broadcast media can visit Activision's Broadcast Media Center to download broadcast quality video, web-ready video and high-resolution images. Broadcast Media Center: <http://www.activisionvideo.com>.

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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¹ For Call of Duty, the #1 franchise based on revenue and software units sold, and for Skylanders, the #3 franchise based on revenue including toys and accessory packs, according to The NPD Group, through December 2013 in the U.S.

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