



Sierra Is Back!!!

The New Sierra Launches with an Exclusive Focus on Indie Game Development

The Epic Return of King's Quest and Geometry Wars³: Dimensions
Headline the List of New, Fan-Favorite Titles Planned to Launch Under the Sierra Brand

KÖLN, Germany--(BUSINESS WIRE)-- With a renowned history that's served as the origin for many nostalgic video game characters, worlds and experiences, **Sierra**™ continues on today in a return to form that fans of great games will love. A part of Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard (Nasdaq: [ATVI](#)), **Sierra**'s focus is on indie studios developing innovative, edgy and graphically unique games, including new IPs and contemporary reimaginings of beloved **Sierra** classics. Headlining **Sierra**'s slate of indie games is an all-new *King's Quest*™ experience in 2015, and a new *Geometry Wars*™ game planned to launch this holiday season. Additionally, the **Sierra** team is well underway exploring other indie projects to potentially launch later this year, and in 2015 and beyond.

In development by the beloved and quirky studio The Odd Gentlemen (*The Misadventures of PB Winterbottom*), *King's Quest* is a fully reimagined version of the fan-favorite **Sierra** game fit for both the old and new generation of *King's Quest* players. Huge fans of the original *King's Quest* series, The Odd Gentlemen are crafting a charming new adventure with an awe-inspiring art style, engaging puzzles, and a wondrous interactive narrative brimming with humor. In the new story, King Graham - revered as the greatest adventurer to ever live - shares his life's adventures with his curious granddaughter, Gwendolyn. It is through these tales that Gwendolyn discovers the true greatness of her grandfather. *King's Quest* is expected to make its heralded return in 2015.

Today's news about the future of **Sierra** was met with excitement from its original founder, Ken Williams. "We're very proud of what we created all those years ago with *Sierra Online*, and today's news about carrying **Sierra** forward as an indie-specific brand is very encouraging," said Williams. "We look forward to seeing **Sierra**'s independent spirit live on, and are especially excited to see what The Odd Gentlemen will do with *King's Quest*."

Sierra began in 1979 with a single 8-bit Apple II microcomputer, and founders Roberta and Ken Williams' love for storytelling and new technology that drove a revolution in the adventure game genre, and forever changed the industry. Today, a new wave of independent artists and entrepreneurs are using the same inventive attitude and latest tech to create amazing gaming experiences, and that's where **Sierra** comes into play. With the popularity of digital platforms like Xbox Live, PlayStation Network and Steam, the new **Sierra** will cater to the unique needs of each indie studio, ranging from aiding in game development and first party relations, to PR, marketing and digital/retail distribution. **Sierra** will help foster today's talent to create amazing video games as it has so many times before.

"**Sierra**'s goal is to find and work with talented indie developers working on their own amazing projects, or passionate about working on great **Sierra** IP, and leverage our expertise to aid them in bring these fun and exciting experiences to gamers with the level of visibility and awareness they deserve," said Bob Loya, Sr. Director of External Development. "In addition to Lucid Games and The Odd Gentlemen, we're in talks with a large number of other indie devs, and can't wait to share more details with fans in the near future."

The first title set to launch under **Sierra** is *Geometry Wars³: Dimensions* from the team at Lucid Games. *Geometry Wars³: Dimensions* is an exciting new evolution of the fast-paced, frenetic *Geometry Wars* gameplay fans love, and will introduce full 3D action and both cooperative and competitive multiplayer for the first time in the franchise. In addition to a full single-player campaign with 50 unique challenges and over 10 battle modes - five of which are brand new to the series - *Geometry Wars³: Dimensions* features dynamic and persistent progression, offering players a consistently new experience each time they play. *Geometry Wars³: Dimensions* is planned to launch later this year.

"Thanks to **Sierra**, we're planning to release *Geometry Wars³: Dimensions* on more platforms than ever before," said Pete Wallace, Studio Head, Lucid Games. "We're thrilled to work with the indie team at **Sierra** to bring the next generation of *Geo Wars* gameplay to our passionate and loyal fans, and look forward to seeing you all online!"

For the latest information on **Sierra**, including additional details on *King's Quest* and *Geometry Wars³: Dimensions*, be sure to check out the official **Sierra** website at www.sierra.com.

About Sierra

Developer-lead 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.

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, Norway, Denmark, the Netherlands, Australia, South Korea, mainland China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about *Sierra* and the expected launch dates for *Geometry Wars³: Dimensions*, *King's Quest* and other potential indie projects are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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 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 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.

ACTIVISION, SIERRA, KING'S QUEST and GEOMETRY WARS are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

Sandbox Strategies
Amanda Young, 212.213.2451, ext. 227
amanda@sandboxstrat.com

Source: Activision Blizzard

News Provided by Acquire Media