



It's Time to "Become Legend" in Destiny

The Most Pre-Ordered New IP in Video Game History Has Launched and is Available Worldwide at 12:01 midnight September 9th Local Time in Countries around the World

Award-Winning First Person Action Game Delivers Groundbreaking Experience in a Living, Social World

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Bungie, the creators of the *Halo*® franchise, and Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI) and the creators and publishers of such blockbuster franchises as *Call of Duty*® and *Skylanders*, have joined forces to bring you ***Destiny***, releasing worldwide today at 12:01 midnight September 9th local time in each territory where available at global retailers.

Destiny is the most pre-ordered new video game IP in history, and has won over 180 awards and nominations, setting the stage for ***Destiny*** to become one of the biggest entertainment launches of the year, and the next big blockbuster franchise in gaming. In July, over 4.6 million people tested ***Destiny*** in what became the biggest beta of this console generation. Millions are expected to start playing the full game today.

"Destiny has been a labor of love and a remarkable creative journey for everyone at Activision and Bungie," said Eric Hirshberg, CEO of Activision Publishing Inc. "We feel that we have the opportunity to launch something huge - not just into the gaming landscape, but the pop cultural landscape. Arriving at our launch day with this much support and enthusiasm from fans and retailers is downright exciting. Moments like this just don't come around very often."

"***Destiny*** is the game we've always wanted to make," said Harold Ryan, Bungie president. "We've dreamt of this universe for years, so we couldn't be more thrilled to swing open the doors and let fans shape this experience as they tell their unique stories in the game. For us, the next generation of games is all about allowing players to collide and interact with each other as they take on epic, action-packed adventures all their own."

In addition to the launch of the game, the ***Destiny Expansion Pass*** is available for purchase. The Expansion Pass will extend the ***Destiny*** adventure after the launch of the game, with two expansions, both of which will include brand new story missions, cooperative activities and competitive multiplayer arenas, and a wealth of all new weapons, armor and gear to earn. The Expansion Pass is available at a suggested retail price of \$34.99, with *Expansion I* and *Expansion II* to be priced individually at \$19.99 when they launch. *Expansion I* will launch in December, with *Expansion II* following.

In ***Destiny***, you are cast as a Guardian of the last city on Earth, able to explore the ancient ruins of our solar system in a social, living universe filled with other players. You will journey through environments spanning the red dunes of Mars to the lush jungles of Venus while creating your own legend as you and your friends venture out into the stars to reclaim the treasures and secrets lost after the collapse of humanity. Over the course of your adventures you will become more powerful as you wield rare and exotic weapons, gear, and super abilities. In addition to the story campaign, you can take your unique character into any co-operative or competitive activity, including the ability to compete with or against your friends in *The Crucible*, ***Destiny's*** competitive multiplayer mode featuring numerous playlists and maps spanning diverse environments across the galaxy.

Destiny is rated T for Teen by the ESRB (Animated Blood and Violence), and is available now for the PlayStation®4 computer entertainment system (PlayStation Plus required for some features), PlayStation®3 computer entertainment system, Xbox One, the all-in-one games and entertainment system and Xbox 360 games and entertainment system from Microsoft (Xbox Live Gold required for some features).

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.

Activision Press Center

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About Bungie

Bungie was founded in 1991 with two goals: develop kick-ass games that combine state-of-the-art technology with

uncompromising art, captivating storytelling, and deep gameplay, and then to sell enough copies to fund their ongoing quest for World Domination. Over the past twenty years, Bungie created a bunch of fun games, including the Halo Franchise, the Marathon Trilogy, and the first two Myth games. Now independent, employee-owned, and located in Bellevue, Washington, Bungie has unleashed their newest creation, ***Destiny***, upon the world.

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, including such popular franchises as Call of Duty® and Skylanders.

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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