



Activision Publishing And Twentieth Century Fox Consumer Products To Debut New Family Guy Video Game This Fall

The Emmy® Award Winning Hit Animated Comedy Coming to Consoles Later This Year

MINNEAPOLIS, May 7, 2012 /PRNewswire/ -- The hilarious Griffin family and their friends from Quahog are coming to gaming consoles this fall in an all-new *Family Guy* video game from Twentieth Century Fox Consumer Products and Activision Publishing Inc., a wholly owned subsidiary of Activision Blizzard Inc. (Nasdaq: ATVI). Appropriately titled ***Family Guy: Back to the Multiverse***, the title will offer gamers an interactive *Family Guy* experience inspired by one of the most popular and notable episodes in the series' history.

"Fans of *Family Guy* will love that we've taken some of the series' most iconic and memorable moments and built them into an impressive and uncensored video game," said David Oxford, Executive Vice President, Activision. "Anyone who watches the show will appreciate how much we have adhered to its rich and twisted universe and characters."

Family Guy is one of the most-watched and influential shows of the last decade, reaching over 33.5 million viewers weekly in the U.S., and is the number one TV show on Facebook with more than 40 million 'likes.' In the U.S., the series is the number one TV franchise on DVD with more than 25 million copies sold. The new console game from Fox and Activision intends to tap into the core components of the *Family Guy* spirit.

Jeffrey Godsick, President of Twentieth Century Fox Consumer Products said, "With Activision at the helm, we've found a world class partner for a *Family Guy* console video game. ***Family Guy: Back to the Multiverse*** will utilize the source material, including the talented voice cast and writers, authentic humor and subversive spirit of the series, giving fans a whole new way to interact with their favorite show."

More details about the console game will be announced in the near future. To find out all the latest news please visit www.activision.com. For more information on the animated series, visit www.familyguy.com.

About FAMILY GUY

FAMILY GUY follows the adventures of endearingly ignorant dad Peter Griffin and his hilariously odd family of middle-class New Englanders — wife Lois, daughter Meg, son Chris, baby Stewie and dog Brian — in Quahog, Rhode Island. The animated series, which features the voice talents of Seth MacFarlane, Alex Borstein, Seth Green and Mila Kunis, is a 20th Century Fox Television production. Seth MacFarlane is creator/executive producer. Mark Hentemann and Steve Callaghan serve as executive producers/showrunners, while Chris Sheridan, Danny Smith, Alec Sulkin and Wellesley Wild are executive producers. Become a fan of FAMILY GUY on Facebook at www.facebook.com/familyguy and follow the series on Twitter at [@familyguyonfox](http://www.twitter.com/familyguyonfox).

About Twentieth Century Fox Consumer Products

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third-party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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.

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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