



Destiny Grosses More Than \$325 Million Worldwide in First Five Days

Players Logged More Than 100 Million Hours of Online Play in the First Week

Destiny Becomes Best-Selling New Video Game Franchise Launch of All Time

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that its highly anticipated new franchise **Destiny** sold-through more than \$325 million worldwide in its first five days, according to Chart-Track, first parties, retail customer sell-through information and Activision Blizzard internal estimates.

According to Bungie, **Destiny** players logged more than 100 million hours of online play by the end of the first week and participated in 137 million activities. The game has won over 180 awards and nominations to date.

"**Destiny** fans played more than 100 million hours of the game in the first week. That's on par with the engagement levels of our most popular *Call of Duty*® games, which obviously is an industry leader," said Eric Hirshberg, CEO, Activision Publishing. "Millions of gamers are having a great time playing **Destiny** and can't put down their controllers. And this is just the beginning. **Destiny** is a platform that will grow and evolve and we will continue to work closely with our partners at Bungie to bring a long line of new experiences and content to life in the game."

Hailed by [Game Informer Magazine](#) as "one of the first true event games of this new generation," and lauded by [Yahoo! Games](#) as "gorgeous, slick, and finely tuned, a technical knockout," **Destiny** casts players 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. Players will journey through environments spanning the red dunes of Mars to the lush jungles of Venus while creating their own legend as they and their friends venture out into the stars to reclaim the treasures and secrets lost after the collapse of humanity. Over the course of their adventures, players will become more powerful as they wield rare and exotic weapons, gear, and super abilities.

In addition to the story campaign, players can take their unique character into any co-operative or competitive activity, including the ability to compete with or against their 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.

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

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®.

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