



Activision Publishing And Twentieth Century Fox Consumer Products *Family Guy: Back To The Multiverse* In Retail Stores Today

MINNEAPOLIS, Nov. 20, 2012 /PRNewswire/ -- Universes are about to collide as Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), and Twentieth Century Fox Consumer Products announced today that ***Family Guy: Back to the Multiverse*** is now available at retail outlets nationwide. The console video game takes the source material from the ***Family Guy*** series, including its hilarious sense of humor and outrageous spirit, to offer fans an unforgettable, interactive third-person action experience.

Family Guy: Back to the Multiverse introduces an all-new original story written and voiced by ***Family Guy*** talent and influenced by the famous ***Family Guy*** season eight episode, "Road to the Multiverse", where Stewie and Brian travel on an out-of-this-world journey through Quahog's bizarre parallel universes. Gamers will travel through all-new settings on a mission to save Quahog and stop the destructive schemes of Bertram, Stewie's nemesis. Playing as either Stewie or Brian, each equipped with unique special weapons and abilities, gamers will encounter an array of ***Family Guy*** characters, references and gut-busting jokes. Additionally, fans can share this hilarious experience and invite friends and family to jump into the wild ***Family Guy*** world through drop-in/drop-out co-op multiplayer mode and competitive multiplayer challenges.

Family Guy: Back to the Multiverse is now available for the Xbox 360[®] video game and entertainment system from Microsoft and PlayStation[®]3 computer entertainment system for a suggested retail price of \$59.99, and is rated M (Mature) by the ESRB. For more information, please visit www.facebook.com/Familyguythevideogame. 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. Rich Appel serves as executive producer/showrunner, while Mark Hentemann, Steve Callaghan, Danny Smith, Alec Sulkin, Wellesley Wild and Kara Vallow are executive producers. Become a fan of FAMILY GUY on Facebook at www.facebook.com/familyguy and follow the series on Twitter at www.twitter.com/familyguyonfox (@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, including statements about the expected release date 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.

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