



## Activision Publishing Announces Strategic Relationship With Flurry To Establish Third-Party Mobile Publishing Initiative

SANTA MONICA, Calif., June 13, 2012 /PRNewswire/ -- Activision Publishing, a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), today announced that the company has formed a strategic relationship with Flurry Inc., a leading mobile application, advertising and measurement platform, to establish a new mobile publishing initiative that will identify and assist third-party developers in the development, publishing, distribution and promotion of independent titles on iOS and Android platforms.

The initiative will marry Flurry's best-in-class mobile analytics and advertising platform with Activision's industry experience, scale and mobile online platform, to provide developers with access to a large-scale customer base alongside best-in-industry development and monetization support. The games will be published under the Activision Mobile Publishing brand, however, the game developers will retain full IP control of their existing intellectual property.

"A world class partner such as Flurry will position Activision for mobile growth in the future and we are confident our relationship will yield significant insight into mobile development and distribution," said Eric Hirshberg, CEO of Activision Publishing. "Additionally, Activision and Flurry are uniquely qualified to provide mobile developers with funding, resources and unmatched marketing expertise, while also allowing them to retain their intellectual property. We are confident this relationship and our new platform will yield significant results and are excited to launch it."

Flurry President and CEO, Simon Khalaf, said, "We are thrilled to partner with Activision to deliver the most developer-friendly partnership in mobile games today. Activision's ability to support indie developer innovation, paired with Flurry's ability to reach over 250 million consumers daily through its AppCircle user acquisition network, positions us to help generate the next wave of top mobile games."

### **About Flurry**

Flurry operates the leading mobile app measurement and advertising platform, powering more than 190,000 apps for more than 70,000 companies. Flurry helps companies grow, retain and monetize high quality audiences in the new app economy.

### **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.

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](http://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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