



## **Ice Age: Continental Drift -- Arctic Games From Activision Publishing And Twentieth Century Fox Consumer Products Hits Retail Stores Today**

MINNEAPOLIS, July 10, 2012 /PRNewswire/ -- Prepare for ice-cold competition as Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), in partnership with Twentieth Century Fox Consumer Products announced today the release of ***Ice Age: Continental Drift — Arctic Games***, the latest video game installment for the upcoming *Ice Age* movie franchise. Available on Kinect™ for Xbox 360, Nintendo's Wii™ system, and the Nintendo 3DS™ and Nintendo DS handheld systems, fans young and old will keep cool in zany sporting events with their favorite pals, Manny, Sid, Diego and more!

In ***Ice Age: Continental Drift — Arctic Games***, a secret treasure has fallen into the hands of the *Ice Age* gang and trouble has stirred over the glaciers as to who will keep the prized riches. Naturally, the best way to settle the score is through a series of wintery sporting events! Join the jolly "Herd" or the mischievous "Pirates" to compete in the first ever Arctic Games to determine who can land their paws on the prize. Play as Manny, Diego, Sid, and other prehistoric pals in competitive games like glacier hopping, ski jumping, and squirrel cannon. Gamers can compete through story mode, free play, and tournament style games to reach for new records and earn gold, silver, and bronze acorn medals. ***Ice Age: Continental Drift — Arctic Games*** is perfect for gamers of all ages to get together and laugh their way through silly competition. It's time to team up with your favorite sub-zero friend and go for the gold!

***Ice Age: Continental Drift — Arctic Games*** is rated "E" (Everyone) by the ESRB and is available on Kinect for Xbox 360 for a suggested retail price of \$39.99, Wii and Nintendo 3DS for \$29.99, and Nintendo DS for \$24.99. For more information on ***Ice Age: Continental Drift — Arctic Games*** please visit [www.activision.com](http://www.activision.com). For more information on the feature film head over to [www.IceAgeMovie.com](http://www.IceAgeMovie.com).

### **About *Ice Age: Continental Drift***

With over \$4 billion in box office, home entertainment and consumer products sales, the *ICE AGE* franchise is a perennial hit. The next theatrical installment, *Ice Age: Continental Drift*, arrives in theaters in 3-D July 2012. Fans will follow Scrat's nutty pursuit of the cursed acorn, which he's been after since the dawn of time, with world-changing consequences — a continental cataclysm that triggers the greatest adventure of all for Manny, Diego and Sid. In the wake of these upheavals, Sid reunites with his cantankerous Granny and the herd encounter a ragtag menagerie of seafaring pirates determined to stop them from returning home. The film features a returning cast voiced by Ray Romano, John Leguizamo, Denis Leary, Seann William Scott, Josh Peck, and Queen Latifah, along with new characters voiced by Jennifer Lopez, Nicki Minaj, Drake, Peter Dinklage, Wanda Sykes, Keke Palmer, Nick Frost, and Aziz Ansari, among others. For more information on the feature film, please visit [www.IceAgeMovie.com](http://www.IceAgeMovie.com).

### **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 Fox Filmed Entertainment**

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions and Twentieth Century Fox Animation.

### **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 Web site, [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, including statements about the expected release date of Ice Age: Continental Drift — Arctic Games, 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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