



Activision Selects Swrve for Continuous A/B testing and Mobile Game Optimization

SANTA MONICA, Calif., July 25, 2012 /PRNewswire/ -- [Activision Publishing](#), Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), today announced that the company has signed a licensing agreement with [Swrve](#) New Media, a leading platform for in-game behavioral analytics and A/B testing in mobile applications. Under the terms of the agreement, Activision will utilize Swrve's proprietary testing platform in the company's mobile games which will enable it to test, tune and optimize its games in real time.

Swrve™ technology was first integrated into Activision's recently released **Skylanders Cloud Patrol**™, which became a top-selling iOS game in the Apple iTunes Store.

"Using Swrve's analytics platform we are able to seamlessly balance and optimize our games in real time to offer a better experience to our players," said Greg Canessa, Vice President, Mobile at Activision Publishing. "We are also able to offer engaging and personalized experiences to an unlimited range of players. The Swrve platform has been designed by an experienced team with long-standing success in gaming industry and we are very excited to be working with them."

Hugh Reynolds, founder and CEO at Swrve, said, "We are thrilled to partner with Activision to help take games to the next level of personalization and customization. Gamers are more than ever demanding personalized experiences in mobile games that are tuned to their individual preferences."

About Swrve

[Swrve](#) provides real-time A/B testing for mobile applications. Swrve enables you to deliver unique and customized experiences to your users real-time, by segmenting and testing and pushing different content to them based on their unique behaviors and preferences. It is designed specifically for non-programmers, and lets you design and deploy A/B tests right from the dashboard. With Swrve, your product team gets to unleash evidence, facts and hard numbers to figure out the science behind your app. Swrve was founded in 2009 and is headquartered in San Francisco with additional offices in Dublin. The company is funded by SV Angel and Intel Capital.

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, mainland 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. 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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