



Activision Publishing And Twentieth Century Fox Consumer Products Announce All New Ice Age Video Game

The Prehistoric Pals Compete in Ice Age: Continental Drift - Arctic Games this Summer

MINNEAPOLIS, April 25, 2012 /PRNewswire/ -- Get ready to brave the icy cold glacial games in ***Ice Age: Continental Drift — Arctic Games***, from Activision Publishing Inc., a wholly owned subsidiary of Activision Blizzard Inc. (Nasdaq: ATVI), in partnership with Twentieth Century Fox Consumer Products. Developed by Behavior Interactive, ***Ice Age: Continental Drift — Arctic Games*** is the video game extension of the upcoming fourth installment of the *Ice Age* franchise, *Ice Age: Continental Drift*, where gamers of all ages can use teamwork or go head-to-head as Manny, Sid, Diego and their furry friends in motion controlled competition that's fun for the whole family. ***Ice Age: Continental Drift — Arctic Games*** is planned to arrive on shelves this summer on the Wii™ system from Nintendo, Nintendo 3DS™ and DS™ handheld systems, and Kinect™ for Xbox 360® from Microsoft.

"Anticipating the summer release of the new *Ice Age* movie, we're taking mammoth measures to give gamers of all ages an action packed *Ice Age* experience that parallels the clever and inventive qualities of the franchise," said David Oxford, Executive Vice President, Activision. "It's important to give players the freedom to interact with these beloved characters in a motion-based video game for players of all ages."

When their island is set adrift in the midst of continental upheaval, Manny and the herd encounter a ragtag menagerie of seafaring pirates with a secret treasure. Having trouble deciding on how to split the treasure evenly, they collectively decide to settle the problem through a series of off-the-wall sporting events including ski jumping, ice smashing, and glacial hopping.

Ultimately, the winner of the most events will be entitled to the prize. As the prehistoric games begin, players must side with Manny and the herd, or the seafaring pirates to determine the fate of the riches.

"The *Ice Age* franchise has created such a strong connection with fans across the globe. When the next chapter arrives in theaters we wanted to create a product that allows fans to immerse themselves in new worlds with new characters," said Jeffrey Godsick, President of Fox Consumer Products. "Activision has created a great game that we're confident will extend the fan experience and truly augment the film in a fun and exciting way."

For more information on ***Ice Age: Continental Drift — Arctic Games*** please visit www.activision.com, and for more information on the feature film head over to www.IceAgeMovie.com. The game is rated "E" (Everyone) by the ESRB.

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. This announcement of ***Ice Age: Continental Drift — Arctic Games*** comes during a booming time for the franchise with the fourth installment of the film series, *Ice Age 4: Continental Drift*, in theaters in 3D July 2012. In the new movie, Scrat's nutty pursuit of the cursed acorn, which he's been after since the dawn of time, has 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 encounters 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, Sean William Scott, and Queen Latifah along with new characters voiced by Jennifer Lopez, Wanda Sykes, Keke Palmer, Aziz Ansari, Drake and Peter Dinklage among others. For more information on the feature film, please visit 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 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 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.

©2012 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. © 2011 Microsoft Corporation. All rights reserved. Microsoft, Xbox, Xbox 360, Xbox LIVE and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft. Wii, Nintendo DS, Nintendo 3DS are trademarks of Nintendo. All other trademarks and trade names are the properties of their respective owners. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

For Information, Contact:

Amanda Young
Sandbox Strategies
212.213.2451
amanda@sandboxstrat.com

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media