



Activision Publishing And Disney Interactive Announce Collaboration To Create Wreck-it Ralph™ Video Game

Video Game to Debut in Conjunction with Feature Film's Fall 2012 Release

MINNEAPOLIS, June 25, 2012 /PRNewswire/ -- Get ready for classic arcade video game action with a whole new modern look and feel as Activision Publishing Inc., a wholly owned subsidiary of Activision Blizzard Inc., (Nasdaq: ATVI) and Disney Interactive today announced a collaboration to produce and distribute a **Wreck-It Ralph™** video game. As a story extension to the highly anticipated upcoming blockbuster film of the same name from Walt Disney Animation Studios, the **Wreck-It Ralph** video game is set to inspire a whole new generation of young gamers as a classic, arcade-style side scroller featuring Ralph — the misunderstood villain of his own arcade game who sets out to prove he can be a hero too. Debuting this fall tied to the movie release, **Wreck-It Ralph** will bring all the fun from the big screen right into the living room for the Wii™ system from Nintendo, and the Nintendo 3DS™ and Nintendo DS™ handheld systems.

"*Wreck-It Ralph*, as a brand entity, is perfectly suited for video game stardom," said David Oxford, Executive Vice President, Activision Publishing. "With the fantastic characters and creative atmosphere envisioned by Walt Disney Animation Studios, we know fans are going to love seeing their newfound favorite characters embark on an all-new side scrolling adventure."

From the mind of Director Rich Moore ("The Simpsons," "Futurama"), the film chronicles the journey of Ralph, the bad guy in an arcade game who sets out to prove he can be the hero after all. However Ralph mistakenly reverts to his clumsy nature and "wrecks" everything once again, unleashing a deadly enemy threat onto his video game neighbors. The movie hits theaters on November 2, 2012 and features an all-star voice cast, including John C. Reilly, Sarah Silverman, Jack McBrayer and Jane Lynch.

The game picks up where the movie leaves off as Ralph partners with Fix-It Felix and sets out to save their friends and home from a huge Cy-Bug invasion. Pounding through all-new levels in the "Wreck-It Ralph" universe, like Sugar Rush, Hero's Duty, and Fix-It Felix, Jr., players will have to use Ralph's destructive strength to beat by the Cy-Bugs, while switching back to Felix to repair the damage. With story campaign and two-player co-op on the Wii platform, players can switch between Ralph and Felix to solve action-packed puzzles and collect "Hero Medals".

For more information, please visit www.activision.com. For any questions on the upcoming feature film, please visit www.disneyanimation.com. This game is not yet rated by the ESRB.

About the Movie

Walt Disney Animation Studios and Emmy®-winning director Rich Moore (TV's "The Simpsons," "Futurama") take moviegoers on a hilarious, arcade-game-hopping journey in "Wreck-It Ralph." Ralph (voice of John C. Reilly, "Talladega Nights: The Ballad of Ricky Bobby," "Step Brothers") is tired of being overshadowed by Fix-It Felix (voice of Jack McBrayer, "30 Rock"), the "good guy" star of their game who always gets to save the day. But after decades of doing the same thing and seeing all the glory go to Felix, Ralph decides he's tired of playing the role of a bad guy. He takes matters into his own massive hands and sets off on a game-hopping journey across the arcade through every generation of video games to prove he's got what it takes to be a hero.

On his quest, he meets the tough-as-nails Sergeant Calhoun (voice of Jane Lynch, TV's "Glee") from the first-person action game Hero's Duty. But it's the feisty misfit Vanellope von Schweetz (voice of Sarah Silverman, "The Sarah Silverman Program") from the candy-coated cart racing game Sugar Rush, whose world is threatened when Ralph accidentally unleashes a deadly enemy that threatens the entire arcade. Will Ralph realize his dream and save the day before it's too late? "Wreck-It Ralph" crashes onto the big screen on November 2, 2012, in Disney Digital 3D™ in select theaters.

About Disney Interactive Media Group

Disney Interactive, one of the world's largest creators of high-quality interactive entertainment across all platforms, is the part of The Walt Disney Company responsible for the global creation and delivery of interactive entertainment, multi-platform video games, and family-focused content across all current and emerging digital media platforms. Disney Interactive produces and distributes a broad portfolio of content from Disney Interactive Games and Disney Interactive Media. Products and content released and operated by Disney Interactive include blockbuster mobile, social and console games, online virtual worlds, #1 kid's entertainment destination Disney.com and the #1 Family/Parenting portfolio on the Web.

Disney Interactive is the interactive entertainment part of The Walt Disney Company (NYSE: DIS).

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 Wreck It Ralph, 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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