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Videogame Mega-Franchise 'Destiny' Announces Brand-Leading Launch Partnerships for Sequel 'Destiny 2'

'Destiny 2' Partners with Category Brand Giants, Rockstar Energy Drink and Pop-Tarts® toaster pastries around Worldwide September Launch

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Bungie and Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), announced *Destiny 2*'s 2017 partnerships with global brand, Rockstar Energy Drink, as well as Pop-Tarts® toaster pastries. Partnering brands will feature their own custom-tailored offers to celebrate the Sept. 6 launch of *Destiny 2* on PlayStation®4, and Xbox One (PlayStation®Plus or Xbox Live Gold subscription, respectively, required for significant features), the sequel to the biggest new console video game franchise launch of all-time. For the first time, *Destiny 2* will also be available for PC on October 24 via Battle.net®, Blizzard Entertainment's online gaming service.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170807005379/en/>



Destiny 2 and Rockstar (Photo: Business Wire)

Destiny 2's international collaboration with Rockstar Energy Drink includes limited edition '*Destiny 2* themed' cans in different flavors available in the U.S. and Canada, U.K. and Germany. The U.S. flavors are Original, Punched, and Zero Carb. Canada flavors include: Original, Punched and Burner. The U.K. flavors include: Original, Punched Guava, and XDurance. The Germany program features flavors: Original and Sugar Free. *Destiny 2* themed cans will begin entering stores for purchase in August and availability will vary per retailer. The partnership offers consumers in-game gear with the purchase of a *Destiny 2* Rockstar cans and the chance to also win daily, weekly and grand prizes including *Destiny 2*-themed motorcycles.* Fans can visit Destiny2.RockstarEnergy.com for more info and redeem rewards beginning Sept. 1.

The U.S. partnership with *Pop-Tarts*® will fuel players' *Destiny 2* gaming experience by offering XP Boost, free with purchase of specially-marked packages of *Pop-Tarts*®.** In addition to this limited time offer, *Pop-Tarts*® will feature custom-designed, collectable packs highlighting each Guardian Subclass. Look for these special packs of 8-count and 12-count varieties to hit grocery store shelves in September. Participants can visit KFR.com/D2XP for more info and redeem rewards beginning Sept. 1.

"In collaboration with Rockstar Energy Drink and *Pop-Tarts*®, we chose strategic, renowned lifestyle partners in major markets to bring the *Destiny 2* universe to life," said Byron Beede, Sr. Vice President of Product Management. "We're bringing these partners together to complement the overwhelming excitement of *Destiny 2*'s launch with benefits that reward players both inside and outside of the universe."

Destiny 2 is the sequel to the internationally acclaimed *Destiny*, a first-person action game that takes the player on an epic journey to defend humanity from annihilation. In the story of *Destiny 2*, the last safe city on Earth has fallen and lay in ruins, occupied by a powerful new enemy Dominus Ghoul and his elite army, the Red Legion. Every player creates their own character called a 'Guardian,' humanity's chosen protectors. As a Guardian in *Destiny 2*, players must master new abilities and weapons to reunite the city's forces, stand together and fight back to reclaim their home. *Destiny 2* will offer a fresh start to all players with no previous knowledge or background needed.

For more game information, visit www.DestinyTheGame.com and follow the official *Destiny* social channels on [Facebook](#) and [@DestinyTheGame](#) on [Instagram](#) and [Twitter](#). The community can interact directly with the developers at www.Bungie.net, [Facebook](#), [@Bungie](#) on [Twitter](#), [Instagram](#) and [Twitch](#).

About Bungie

Bungie is an independent, employee-owned game development studio dedicated to creating hopeful worlds that inspire passionate player communities. For more than two-and-a-half decades that purpose has led to the creation of some of the industry's most celebrated gaming franchises, including *Marathon*, *Myth*, *Halo*, and *Destiny*. Today, Bungie is focused on developing the next highly-anticipated release in the *Destiny* universe, *Destiny 2*.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world and is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company. More information about Activision and its products can be found on the company's website, www.activision.com or by following [@Activision](#).

About Rockstar Energy, Inc.

Rockstar Energy Drink is designed for those who lead active lifestyles -- from athletes to rockstars. Available in over 25 flavors at convenience and grocery outlets in more than 30 countries, Rockstar supports the Rockstar lifestyle across the globe through action sports, motor sports, live music and gaming. For more information visit www.RockstarEnergy.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 with respect to the expected release dates, features and functionality of *Destiny 2* and the timing and features of the partnering brands' custom-tailored offers, 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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*Rockstar Energy in-game reward code will be redeemable 9/01/17 - 3/01/18 at Destiny2.Rockstarenergy.com.

**Participating Pop-Tarts® products must be purchased 9/1/17 - 12/31/17. Photo of purchase receipt along with "D2XP" must be texted to 89332 by 1/30/18. Promo code will be redeemable in-game until 3/01/18.

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