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Overwatch League™ Welcomes New Partner Toyota

As North American Launch Partner for the Overwatch League, the automaker looks forward to collaborating on behind-the-scenes content for league fans

IRVINE, Calif.--(BUSINESS WIRE)-- Following a thrilling opening week for the Overwatch League that drew more than 10 million viewers worldwide, a major new brand-marketing partner has signed on to support the league during its inaugural season: multinational automotive manufacturer Toyota.

Toyota will be a North American Launch Partner for the Overwatch League, and is looking forward to future collaborations around bringing behind-the-scenes content to fans. The automaker plans to have additional broadcast integrations, as well as a vehicle presence at Blizzard Arena Los Angeles.

"Toyota is excited to be a launch partner of the Overwatch League," said Steven Curtis, vice president, media & engagement marketing for Toyota Motor North America. "We love the passion of esports fans, and the goal of our partnership is to help take the Overwatch League and the fan experience to the next level."

"We're thrilled to welcome Toyota to the Overwatch League," said Pete Vlastelica, president and CEO of Blizzard Entertainment's MLG division. "When we were building the league, our desire was to create a premium experience for players and fans, and partners like Toyota are helping us do just that."

The Overwatch League is further supported by sponsors HP® and Intel®, with players competing on cutting-edge gaming hardware including HP's OMEN gaming PCs, powered by the latest Intel® Core™ i7 processors.

About the Overwatch League™

The Overwatch League™ is the first major global professional esports league with city-based teams across Asia, Europe, and North America. Overwatch® was created by globally acclaimed publisher Blizzard Entertainment (a division of Activision Blizzard—Nasdaq: ATVI), whose iconic franchises have helped lay the foundations and push the boundaries of professional esports over the last 15 years. The latest addition to Blizzard's stable of twenty-one #1 games,^[1] Overwatch was built from the ground up for online competition, with memorable characters and fast-paced action designed for the most engaging gameplay and spectator experiences. To learn more about the Overwatch League, visit www.overwatchleague.com.

About Toyota

Toyota (NYSE:TM) has been a part of the cultural fabric in the U.S. and North America for 60 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands. During that time, Toyota has created a tremendous value chain as our teams have contributed to world-class design, engineering, and assembly of more than 33 million cars and trucks in North America, where we operate 14 manufacturing plants (10 in the U.S.) and directly employ more than 46,000 people (more than 36,000 in the U.S.). Our 1,800 North American dealerships (nearly 1,500 in the U.S.) sold almost 2.7 million cars and trucks (2.45 million in the U.S.) in 2016—and about 85 percent of all Toyota vehicles sold over the past 15 years are still on the road today.

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[1] Sales and/or downloads, based on internal company records and reports from key distribution partners

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