

即時發布

動視暴雪和騰訊宣布建立長期戰略合作夥伴關係 在中國發布《Call of Duty Online》

世界領先的互動娛樂產品與中國最大網絡遊戲平台簽約多年合作協議

網游新作《Call of Duty Online》由動視出版公司開發

加州聖摩尼卡和中國上海，2012年7月3日，全球最大的第三方互動娛樂軟件發行商—動視暴雪（納斯達克：ATVI），與中國領先的互聯網服務供應商—騰訊控股有限公司（「騰訊」，香港聯交所股票編號：00700），今天宣布建立戰略合作夥伴關係，並將《Call of Duty Online》帶給中國遊戲玩家。

《Call of Duty Online》由動視暴雪旗下全資子公司動視出版公司開發，已近兩年的時間。根據為期多年的協議，騰訊獲得《Call of Duty Online》在中國大陸市場的獨家代理權。《Call of Duty Online》是一款免費遊戲，通過遊戲內道具收費的模式進行商業化。

「我們非常高興能與騰訊建立合作關係並有機會進入中國遊戲市場」，動視暴雪首席執行官 Bobby Kotick 表示：「我們認為中國是世界上最令人振奮的市場之一，讓我們能拓展業務並開發出創新性新遊戲。」

Kotick 繼續說到：「騰訊是動視將《Call of Duty Online》引入中國的理想合作夥伴。騰訊在以用戶為中心的創新方面擁有卓越成績，並深切瞭解中國市場，這對於為中國創作遊戲的動視來說無比寶貴。我們會一直與騰訊緊密合作，共同打造一款廣受中國市場歡迎的遊戲。我們希望能與騰訊建立長期合作的基礎，並為中國遊戲玩家帶來嶄新且獨特的遊戲體驗。」

騰訊總裁劉熾平表示：「我們很高興能與世界頂級的遊戲開發及發行商合作，將這款萬眾期待的遊戲帶給中國遊戲玩家。我們相信《Call of Duty Online》能吸引中國數以千萬計忠實玩家，而騰訊的遊戲平台及大型多人同時在綫遊戲的運營能力將提供強有力的支持，為中國遊戲玩家帶來身臨其境、高度互動的遊戲體驗。」

此次引入中國的新遊戲《Call of Duty Online》，會結合《Call of Duty》系列產品豐富的高品質多人遊戲體驗，並專為中國市場設計全新的遊戲模式。這個新模式將會帶來《Call of Duty》遊戲前所未有的新功能，允許玩家進行武器、角色與裝備的個性化定制。通過遊戲內商城，玩家可以強化那些專為中國市場打造的武器、槍支和技能。這款新遊戲也將同時擁有不同的遊戲模式和地圖，並通過一系列劇情任務展現基於《Call of Duty: Modern Warfare®》世界觀的原創故事。

###

關於騰訊

騰訊提供多種互聯網增值服務和無線增值服務，為互聯網用戶帶來豐富的網絡互動體驗。通過即時通信工具 QQ、門戶網站騰訊網（QQ.com）、騰訊遊戲旗下 QQ 遊戲開放平台、多媒體社交網絡服務 QQ 空間和無線門戶等網絡平台，騰訊服務於中國最大的網絡社區，滿足互聯網用戶在綫溝通、資訊、娛樂和電子商務等方面的需求。騰訊主要經營四項業務：互聯網增值服務、移動及電信增值服務、網絡廣告及電子商務。

騰訊控股有限公司在香港聯交所主板上市，股票編號為 00700。騰訊於 2008 年 6 月 10 日正式成為香港恒生指數 43 隻成份股之一。如欲取得其它相關資料，請登錄騰訊網站：www.tencent.com/ir。

重要注意事項

本新聞稿載有前瞻性陳述，其涉及業務展望、預測業務計劃及本公司的增長策略。該等前瞻性陳述是根據本公司現有的資料，亦按本新聞稿刊及之時的展望為基準，在本新聞稿內載列。該等前瞻性陳述是根據若干預測、假設及前提，其中，若干部份為主觀性或不受我們控制。該等前瞻性陳述或會證明為不正確及可能不會在將來實現。該等前瞻性陳述之內大部分為風險及不明朗因素。該等風險及不明朗因素的其它詳情載於我們的其它公開披露文件和公司網站。

關於動視出版

總部設在加州聖塔莫尼卡的動視出版公司，是全球領先的互動娛樂和休閒產品開發商、出版商和分銷商。動視公司運營涉及美國、加拿大、英國、法國、德國、愛爾蘭、意大利、瑞典、西班牙、挪威、丹麥、荷蘭、澳大利亞、韓國、中國大陸和臺灣地區。如欲取得動視及其旗下產品的更多信息，請登錄動視公司網站：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. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the 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.

媒體查詢:

動視出版:

Maryanne Lataif
SVP, Corporate Communications
Phone: (310) 255-2704
Mobile: (310) 990-5870
mlataif@activision.com

Kristin Southey
SVP, Investor Relations and Treasury
Phone: (310) 255-2635
Mobile: (310) 593-1630
ksouthey@activision.com

騰訊:

財經媒體和分析師，請聯繫：

陳慧芬 電話：(86) 755 86013388 內綫 88369 電郵：cchan@tencent.com.hk

葉欄貞 電話：(86) 755 86013388 內綫 81374 電郵：janeyip@tencent.com.hk

遊戲媒體，請聯繫：

崔婷 電話：(86) 755 86013388 內綫 87263 電郵：viviancui@tencent.com