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**ACTIVISION PUBLISHING'S ERIC HIRSHBERG ANNOUNCED AS
D.I.C.E. SUMMIT 2012 FRIDAY KEYNOTE SPEAKER**

CALABASAS, Calif. – December 7, 2011 – The Academy of Interactive Arts & Sciences (AIAS) today announced that Eric Hirshberg, CEO of Activision Publishing, Inc., will be its Friday keynote speaker at the 2012 D.I.C.E. (Design, Innovate, Communicate and Entertain) Summit at the Red Rock Resort in Las Vegas on Friday, February 10, 2012.

Hirshberg became Chief Executive Officer of Activision Publishing, a subsidiary of Activision Blizzard in September 2010, where he oversees the company's operational management including its studio, product development functions and consumer marketing activities. Prior to joining Activision, Hirshberg served as co-chief executive officer and chief creative officer at Deutsch LA. During his 13 years leading the company, he was responsible for building the Deutsch LA office into one of the most prominent and respected creative firms in the country with a reputation for creating noteworthy multimedia creative campaigns that have delivered great marketplace results, and were often adopted into popular culture.

"The Activision brand has been synonymous with some of the most entertaining, successful and engaging franchises of the interactive entertainment industry," said Martin Rae, president, Academy of Interactive Arts & Sciences. "Eric is at the helm of Activision Publishing's initiatives in innovative new IP like Skylanders, next gen services like Call of Duty Elite and of course record breaking franchises like *Call of Duty*. Eric's thoughts on the current challenges and opportunities in this rapidly changing industry are certain to be a D.I.C.E. highlight."

The 2012 D.I.C.E. Summit brings together the top video game designers and developers from around the world and business leaders from all major publishers to discuss the state of the industry, its trends and the future. It is the home of the 15th Interactive Achievement Awards ceremony on February 9, 2012, where industry leaders and members pay tribute and recognize the individuals and games that contribute to the growth of the interactive entertainment software business. Jay Mohr will be returning for his seventh year as host.

For more information and to register for the 2012 D.I.C.E. Summit, please visit: www.dicesummit.org

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