

THE OVERWATCH LEAGUE™ AND TWITTER ANNOUNCE MULTIYEAR CONTENT DEAL

Collaboration includes Overwatch League 2019 season highlight clips

IRVINE, Calif.—Aug. 23, 2018—The Overwatch League™ and Twitter today announced a new multiyear deal to bring highlights and livestream content to the platform, continuing with the Overwatch League All-Star Weekend, happening Aug. 25–26 at Blizzard Arena Los Angeles. The collaboration breaks new ground in creative programming and video-on-demand content.

Overwatch League All-Star Weekend

With the Overwatch League All-Star Weekend taking place this Saturday and Sunday, Twitter is making it easier than ever for fans to join in the conversation. Overwatch League will provide near real-time video highlights to Twitter, including the most exciting moments of the Pacific Division and Atlantic Division All-Star matchups.

Live Weekly Show

Starting in Overwatch League's 2019 season, Watchpoint, a weekly preview show covering upcoming Overwatch League matches, will be streamed live on Twitter via @overwatchleague. Watchpoint provides fans with stats, match predictions, analysis, and more.

Highlight Clips

Twitter will drive Overwatch League's distribution of near real-time highlight clips from every match of the Overwatch League regular season, playoffs, Grand Finals, and All-Star Weekend.

"From the inception of the Overwatch League, the community on Twitter has always been one of our most passionate and engaged," said Daniel Cherry, vice president and chief marketing officer for Activision Blizzard Esports Leagues. "That's why we are particularly excited to announce this collaboration, beginning with the Overwatch League's All Star-Weekend."

"Twitter is where Overwatch League conversations happen and we're thrilled to bring more content to the platform for several years," said Rishi Chadha, head of gaming partnerships at Twitter. "Overwatch League is one of the most Tweeted-about esports leagues on the platform, and this partnership will bolster that conversation."

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 Twitter (NYSE: TWTR)

Twitter is what's happening in the world and what people are talking about right now. From breaking news and entertainment to sports, politics, and everyday interests, see every side of the story. Join the open conversation. Watch live streaming events. Available in more than 40 languages around the world, the service can be accessed via twitter.com, an array of mobile devices, and SMS. For more information, please visit about.twitter.com, follow @Twitter, and download both the Twitter and Periscope apps at twitter.com/download and periscope.tv.

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

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