Fitbit Challenge!

Fitbit Challenge is an 8 week step and sleep team and individual competition where employees, studios, and office locations will compete to reach the top of the leaderboard, kicking off July 9. The challenge is 7 phases long, and each phase represents a phase of our game development lifecycle.

- The first 6 phases are all about activity and steps: the more steps you take, the more you move you and your team up the leaderboard towards prizes.
- The 7th and final phase is all about tracking your sleep for the last two weeks of the competition: after all that activity, you need a rest! Move your team up the leaderboard by using your Fitbit to track your and sleep.

The more you step and track your sleep, the better the prizes! Prizes will be given to individuals and teams!

Rules of the Game:

This challenge is accessible as a downloadable Jiff App (this is different than the Jiff Incentives App!) and on the web. The challenge is all about our game development lifecycle, and your job is to step (or sleep) you and your team’s way to the top of the leaderboard each phase:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Dates</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/7 - 7/9</td>
<td>SIGN-UP</td>
<td></td>
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<tr>
<td>7/9 - 7/15:</td>
<td>PHASE 1 / CONCEPT (5K daily step goal)</td>
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<tr>
<td>7/16 - 7/22:</td>
<td>PHASE 2 / PROTOTYPE (5K daily step goal)</td>
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<tr>
<td>7/23 - 7/29:</td>
<td>PHASE 3 / FIRST PLAYABLE (5K daily step goal)</td>
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<td>7/30 - 8/5:</td>
<td>PHASE 4 / PRODUCTION (7.5K daily step goal)</td>
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<tr>
<td>8/6 - 8/12:</td>
<td>PHASE 5 / ALPHA (10K daily step goal)</td>
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<td>8/13 - 8/19:</td>
<td>PHASE 6 / BETA (10K daily step goal)</td>
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<tr>
<td>8/20 - 9/2:</td>
<td>PHASE 7 / SUBMISSION &amp; STREET (2 weeks of sleep tracking)</td>
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Here’s how to play:

Individual Challenges:

STEP BASED!

WEEKLY STEPS: In the first 6 weeks of the challenge, each week is a standalone competition. During each weekly challenge, for every day you hit the minimum goal (e.g., 5k, 7.5k or 10k) an entry will be added into the weekly drawing. At the end of each week, we’ll draw a bunch of winners. So the more you hit the daily goals, the more chances to win.

500K STEP CLUB: Anyone who reaches 500k steps during the first 6 phases of the challenge (6 weeks) will be entered into a raffle. At the end of the challenge, we’ll draw winners.
**MILLIONAIRE STEP CLUB:** Anyone who reaches 1 million steps during the first 6 phases of the challenge (6 weeks) will be entered into a raffle. At the end of the challenge, we’ll draw a winner.

**TOP STEPPER:** At the end of the first 6 phases, the top individual who has stepped the most cumulative steps will win a grand prize.

**MOST IMPROVED:** We will award the most improved as well. We will take your average daily steps before the challenge, and your average daily steps at the end of the challenge. The person with the highest percentage difference wins.

**SLEEP BASED!**

**TOP SLEEPERS:** The last 2 weeks of the challenge are all about sleeping well. For every night you track your sleep, you’ll be entered into a raffle. For this competition, it doesn’t matter how well or how long you sleep - it only matters that you track your sleep. At the end of the challenge we’ll draw a winner. So the more you track your sleep, the better your chances are to win.

**Team Based Challenges**

**WEEKLY TEAM STEPS:** In the first 6 weeks of the challenge, each week is a standalone competition. During each weekly challenge, the team with the highest average step count wins. At the end of each week, the top team will have random employees win prizes from a raffle. So the more your team steps, the better your chances are to win. You need to walk the minimum amount of steps (depending on the phase of the competition it would be 5,000, 7,500, or 10,000 on average per day in order to qualify for the raffle).

**TOTAL TEAM STEPS:** Every team will compete in the first 6 weeks of stepping. The team that has achieved the overall best step average will win a grand prize, fit for a team!

**TOTAL TEAM SLEEP:** We don’t care if you sleep 5 hours or 10 (well, yes, we do), but for the challenge, all we want you to do is to actively track your sleep. Every night you track your sleep helps your team’s overall percentage. On the flip side, every night you don’t track your sleep hurts your team. The team that achieves the highest overall percentage of sleep tracking will qualify its members for chances to win big raffle prizes (the more you track, the greater your odds of winning!).
FAQ:

**How long is the Fitbit Challenge?** Two full months! The step-based portion of the challenge is broken into 6 individual weeks (phases). Each phase will have goals and winners announced weekly. The 6 phases are followed by a final sleep phase. The 7th and final phase is all about tracking your sleep for the last two weeks of the competition.

**What team am I on?** Each team is based on which office or studio location you work at. Below is list of all the teams.

<table>
<thead>
<tr>
<th>AMP</th>
<th>High Moon</th>
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</thead>
<tbody>
<tr>
<td>Beachhead</td>
<td>Infinity Ward</td>
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<tr>
<td>Blizzard Austin</td>
<td>Raven</td>
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<tr>
<td>Blizzard Irvine</td>
<td>RO Design</td>
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<td>Blizzard San Francisco</td>
<td>Sledgehammer Games</td>
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<tr>
<td>Corporate</td>
<td>Toys for Bob</td>
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<tr>
<td>Distribution Center</td>
<td>Treyarch</td>
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<tr>
<td>El Segundo</td>
<td>Vicarious Visions</td>
</tr>
</tbody>
</table>

But wait, I’m on a huge team like Blizzard Irvine. **How do my chances to win compare to smaller teams?** Prizes are prorated according to team size. A large team will win more random prizes than a smaller team.

**How are team steps and sleep counted?** Regardless of team size, the team scores will utilize the average steps or sleep tracked.

I don’t understand the **Game Development lifecycle reference?** Similar to the process of making games, this challenge will follow a very busy cycle of moving and activity, followed by a crashing sleep and rest phase. Our Game Development lifecycle follows a 7-phase game development lifecycle. During this challenge, each week represents one phase in making games, from Concept & Prototyping to Alpha, Beta and Street. Each week in the challenge represents one phase of the game development cycle and employees will be rewarded week to week by completing each phase.

**What if I don't use the Fitbit to track my steps?** You do not necessarily need to use the “Fitbit branded” tracker to participate. As long as you are using one of the many activity trackers currently supported by Jiff (Jawbone, FuelBand, etc.) under ABLife’s [Healthy Incentive Program](#) you are ok. These devices must track your steps and feed into Jiff’s Challenges platform. If you are unsure if your activity tracker is linked to the Jiff Challenges platform, please contact support@jiff.com.

**How are my steps counted?** The steps are counted using one of the approved and linked activity trackers as part of ABLife’s [Healthy Incentive Program](#).

**What are the step thresholds?** The minimum steps required will slowly increase through each phase of the challenge. Phases 1-3 ease you into the challenge and require a mere 5,000 steps per day to be included for prizing. Phase 4 ups the challenge and requires 7,500 average steps per day. The final two phases of the step challenge require 10,000 average per steps per day to be included for weekly prizing.
How will my sleep be counted? Sleep will be counted using one of the approved and linked activity trackers. To participate and be counted, all you need to do is to track your sleep. The more days you track your sleep the better your chances are to win. For more details on how to track your sleep with a Fitbit go HERE.

What are the prizes? We have tons of prizes including: Custom bicycle coupons, airline tickets, sports related gift cards, Blizzard Battle.net Bucks, Activision games, Fitbit swag and much more. The grand prize is still under wraps!

How are winners chosen? We will pull random winners from the various challenges, except in the case of the top Stepper where the overall stepper will be awarded.

Is it too late to join the Challenge? No, you can still join the Challenge. Here’s how:
1. Download the Jiff Challenges App for iPhone or Android (or sign up on the web)
2. Click on ‘Sign In’ and Sign In using your Jiff credentials from your Jiff Incentives app
3. Get Moving!

I never joined the Healthy Incentive Program, but want to join the Challenge. Is it too late? In order to participate in the Fitbit Challenge, you must be enrolled in Jiff’s Incentives program. Contact Jiff at support@jiff.com or ABLife@activision.com if you have questions about how to enroll in the Incentives program.

Is my spouse or domestic partner (or children) eligible to join this challenge? No. This is an employee-only competition.

How will my data be used? By participating in this challenge, you grant Activision Blizzard the right to receive your data from Jiff for the purposes of ranking your step and sleep data. No individualized data from your Fitbit or activity tracker will be sent from Jiff to the company other than information regarding your steps and sleep tracking. However, this data may be published in leaderboards that will be viewable by the company and other participants during this challenge. This challenge is completely voluntary; whether you participate is entirely your own choice.

I have a broken Fitbit and/or its not working or syncing. What do I do? If you have technical questions about the Jiff Challenges App, please contact support@jiff.com. If you are having issues with your Fitbit device itself, please contact support@fitbit.com. Let them know you received your Fitbit as part of the Activision Blizzard program. Fitbit customer service will require the following details:

- Employer: Activision Blizzard
- HR Contact: Laura McMillan
- Month Purchase: January

What if I still have questions? Email questions to ABLife@activision.com

Remember, your participation is completely voluntary.