

## SYNNEX TO DISTRIBUTE ACTIVISION BLIZZARD PRODUCTS ACROSS AUS

Synnex Australia have this morning announced that they've signed a new agreement which will see the company distribute Activision Blizzard games across Australia. Activision Blizzard will use the new deal to enhance the Australian distribution and supply of their games, although they'll still maintain their own retail partnerships with the company maintaining a presence in Australia.

Synnex Australia have this morning announced that they've signed a new agreement which will see the company distribute Activision Blizzard games across Australia.



Activision Blizzard will use the new deal to enhance the Australian distribution and supply of their games, although they'll still maintain their own retail partnerships with the company maintaining a presence in Australia as well as the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, South Korea and China.

*IT Wire*  
*18 July 2011*  
*By Brenton Currie*

Synnex will be responsible for the distribution and channel management of Activision Blizzard's games — which include the likes of Call of Duty, StarCraft and World of Warcraft — across Australia.

The local Synnex operation boasts a distribution and supply chain of over 4,000 stores across Australia that Ben Graetz, Senior Vice President and Managing Director of Activision Blizzard, says will provide an "enhanced" experience for consumers.

"Synnex's leading distribution and supply chain expertise should ensure greater efficiency and improved focus for our business partners and consumers, which can allow for an enhanced customer experience at every level," he said in a statement today.

"We are extremely pleased with the partnership which allows us to better focus on our core competencies — creating epic entertainment experiences that delight our fans."

Stores which are a part of Synnex's distribution network — one of the largest in Australia — include JB Hi-Fi, Dick Smith, Harvey Norman and Myer.