

Call of Duty®: Modern Warfare® 2 Stimulus Package Now Available on Xbox LIVE

SANTA MONICA, Calif., March 30, 2010 /PRNewswire via COMTEX News Network/ -- The first new multiplayer map pack from *Call of Duty: Modern Warfare 2* is now available worldwide on Xbox LIVE(R). Released by <u>Activision Publishing, Inc.</u> (Nasdaq: ATVI), Infinity Ward's *Call of Duty: Modern Warfare 2 Stimulus Package* adds five adrenaline-pumping multiplayer arenas to the best-selling title ever on the Xbox 360(R) video game and entertainment system from Microsoft.

The *Modern Warfare(R) 2 Stimulus Package* can now be downloaded on Xbox LIVE(R) Marketplace for the Xbox 360(R) video game and entertainment system for 1,200 Microsoft Points. To celebrate its release, Infinity Ward will host a Double XP weekend for Xbox LIVE gamers from April 2 - 4.

"Thanks to our community and fans around the world for their continuous feedback and dedication to **Modern Warfare 2**," said Robert Bowling, Creative Strategist, Infinity Ward. "The *Stimulus Package* introduces several all-new locations to the multiplayer, as well as a few of our favorite classics from *Call of Duty(R) 4: Modern Warfare(R)* that can now be experienced in a completely unique new way thanks to the additional perks and gametypes **Modern Warfare 2** has to offer. As a whole, this DLC package has something for everyone, so we're excited to see all the new gameplay tactics this brings on Xbox LIVE!"

After launching worldwide on November 10, 2009, *Call of Duty: Modern Warfare 2* quickly became a cultural phenomenon making history for the largest one-day entertainment opening ever on its way to topping \$1 billion in retail sales by January according to internal estimates.

Call of Duty: Modern Warfare 2 Stimulus Package is rated "M" (Mature) by the ESRB for Blood, Drug Reference, Intense Violence and Language. For more information, visit www.modernwarfare2.com.

About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, 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, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, 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, integration of recent acquisitions and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section 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.

©2009, 2010 Activision Publishing, Inc. Activision, Call of Duty and Modern Warfare are registered trademarks of Activision Publishing, Inc. All rights reserved. Xbox, Xbox 360, Xbox LIVE, Windows and Games for Windows are either registered trademarks or trademarks of Microsoft Corporation. All other trademarks and trade names are the properties of their respective owners.

SOURCE Activision Publishing, Inc.

Copyright (C) 2010 PR Newswire. All rights reserved