



## Call of Duty®: Modern Warfare® 2 Surpasses \$1 Billion in Retail Sales Worldwide

### Game Continues to Set Retail Sell-Through Records

SANTA MONICA, Calif., Jan 13, 2010 /PRNewswire via COMTEX News Network/ -- [Activision Blizzard, Inc.](http://www.activision.com) (Nasdaq: ATVI) announced today that Infinity Ward's *Call of Duty: Modern Warfare 2* continues to set sell-through records crossing the \$1 billion mark in retail sales worldwide since its launch in November, according to internal Activision estimates.

In its first five days alone, the game sold an estimated \$550 million worldwide, outpacing five-day worldwide theatrical box office gross figures for such films as *Avatar*, *Harry Potter and the Half-Blood Prince* and *The Dark Knight*, according to internal Activision estimates and [boxofficemojo.com](http://boxofficemojo.com).

"*Call of Duty: Modern Warfare 2* has exceeded our expectations and shattered theatrical box office and video game records," said Robert Kotick, CEO of Activision Blizzard. "There are only a handful of entertainment properties that have ever reached the \$1 billion mark, which illustrates the power of the *Call of Duty* franchise and mass appeal of this game."

*Modern Warfare 2* is rated "M" (Mature) by the ESRB for Blood, Drug Reference, Intense Violence and Language. For additional information about the game, visit [www.modernwarfare2.com](http://www.modernwarfare2.com).

### About Activision Publishing, Inc.

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\*All references cited are sourced according to [www.boxofficemojo.com](http://www.boxofficemojo.com) or [www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)

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