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Activision's 'Making Call of Duty' Livestream Series Returns to Facebook Live

New Series Delivers Candid, Unfiltered Live Look at Development of One of the Year's Most Anticipated Games

SANTA MONICA, Calif.--(BUSINESS WIRE)-- The new installment in Activision's live, fan-focused 'Making *Call of Duty'* livestream series returns to Facebook Live today sharing a deep dive on the worldwide reveal of *Call of Duty®: WWII* multiplayer with developer Sledgehammer Games. Today's episode will be broadcast via Facebook Live at 10:30 am PT on Activision's Facebook Page. The series goes deep behind the scenes of game development to deliver candid insights and an unfiltered look inside development live with fans. Hosted by Alison Haislip, the program streamed its debut episode last month with more episodes planned leading up to the release of *Call of Duty: WWII* on November 3.

"Delivering this program in a live broadcast where our team can engage directly with fans to share insights of the choices they make, and provide an authentic look of what goes into producing a title like *Call of Duty* is what this is all about," said Tim Ellis, Activision CMO. "Making *Call of Duty* is another critical step in connecting deeply with our community. It follows the reveal in April, which was the most watched livestream in franchise history. We're bringing a new level of engagement to fans where they can consume and interact directly."

E32017 serves as the worldwide multiplayer reveal for *Call of Duty: WWII*. Today's broadcast features a live interview with Sledgehammer Games studio head Michael Condrey as well as principal multiplayer designers Greg Reisdorf and Sean Soucey. The series features live discussions, fan questions and answers, new information and footage revealed directly by the team, while also touching on the latest technology being utilized by the studio developers.

Fans can RSVP to view the stream now. Today's episode airs live exclusively on Facebook at https://www.facebook.com/CallofDuty/videos/1557889164272802/.

The title is published by <u>Activision Publishing, Inc.</u>, a wholly owned subsidiary of Activision Blizzard (Nasdaq: <u>ATVI</u>), and developed by Sledgehammer Games. For the latest intel, check out: <u>www.callofduty.com</u>, <u>www.youtube.com/callofduty</u> or follow <u>@CallofDuty</u> and <u>@SHGames</u> on <u>Twitter</u>, <u>Instagram</u> and <u>Facebook</u>. *Call of Duty: WWII* is scheduled for release on PlayStation® 4 system, Xbox One, and PC. The title is not yet rated.

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