



Activision Announces Free Upgrade to Next-Gen for Call of Duty: Advanced Warfare

For Limited Time, Fans Who Purchase Digital Copy of Sledgehammer Games' New Call of Duty for Xbox 360 Can Upgrade for Free to Xbox One, PlayStation®3 Gamers Can Also Upgrade for Free to PlayStation®4

Additionally, Xbox One Fans Will Be Able To Pre-Order and Pre-Download Their Digital Copy Starting Soon

All Digital Pre-Order Copies Also Receive Special Day Zero Edition, Including First Ever 24 Hour Early Access Ahead of Official Release Date

Season Pass Available Now for Purchase on All Platforms

SANTA MONICA, Calif.--(BUSINESS WIRE)-- As fans around the world prepare for a new era of *Call of Duty*® this November with the release of **Call of Duty®: Advanced Warfare**, [Activision Publishing, Inc.](#), a wholly owned subsidiary of Activision Blizzard (Nasdaq: [ATVI](#)), just delivered a smooth transition for Xbox 360 and PlayStation®3 computer entertainment system fans interested in playing Sledgehammer Games' new title on next gen. Through Activision's program to ease the transition between console generations, gamers who purchase a copy of **Call of Duty: Advanced Warfare** digitally for the Xbox 360 games and entertainment system from Microsoft by March 31 can download the version for Xbox One, all-in-one games and entertainment system from Microsoft for free. The same goes for PlayStation® fans, those who purchase the game digitally on "PS3," can also download the PlayStation®4 computer entertainment system version for free.

This offer for full-game free upgrade within console family is limited to purchases of Xbox 360 and PS3 digital versions made by March 31, 2015, and does not apply to physical game copies. Additionally, all multiplayer stats transfer. Plus, all DLC purchased for in-game use, including Season Pass transfers too for free, as long as players' Xbox Gamertag or PSN ID, remains the same.

Call of Duty: Advanced Warfare launches worldwide November 4. Anyone who purchases a physical or digital Day Zero version of the game, for the first time ever, can start playing as much as a day early, on Day Zero, Monday, November 3*. Beyond the special early access to the game, the Day Zero Edition also comes with two custom weapons: the AK-12G Assault Rifle and Crossbow-B2, as well as Double XP on November 3. Additional offers may be available at retailer partners worldwide. Check with local retail outlets for further information.

Xbox One digital copies will be available for pre-order starting soon, and PlayStation digital copies are available for pre-order now. Additionally the Season Pass is available for purchase on all platforms.

For further information on the **Call of Duty: Advanced Warfare** Free Upgrade to Next Gen Plan, Season Pass, Pre-Download, Day Zero Edition and more please visit [www.callofduty.com](#), [www.facebook.com/callofduty](#), [www.youtube.com/callofduty](#) or follow @CallofDuty on [Twitter](#) and [Instagram](#).

Led by Sledgehammer Games, **Call of Duty: Advanced Warfare** is being developed for Xbox One, Xbox 360, PlayStation®4, "PS3," and PC. The title is published by Activision Publishing, Inc. Designed for next gen systems, **Advanced Warfare** is the first *Call of Duty* utilizing an expanded three-year development delivering a new experience on all platforms. The title is rated M for Mature with Blood and Gore, Drug Reference, Intense Violence and Strong Language.

**Day Zero Edition quantities limited, availability subject to demand and inventory at retailer locations. If Day Zero Edition not available at retailer, pre-order customer may receive a pre-order refund, or may purchase a launch unit and obtain a code to download all Day Zero Edition special content. Visit [www.callofduty.com/dayzero](#) for more information.*

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 maintains operations in the U.S., Canada, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, mainland China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](#).

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expectations, plans, intentions or strategies regarding the future, including statements about the launch date and expected features of *Call of Duty: Advanced Warfare*, are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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 unanticipated product delays and other factors identified in the risk factors sections 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.

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Source: Activision Publishing, Inc.

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