



Activision Publishing Reveals New Plans for Call of Duty® Franchise

**--Company to Establish Dedicated Business Unit to Focus on Product Excellence and Brand Expansion -
-Company Confirms New Call of Duty Game To Be Released in 2011 --Activision Publishing Plans to
Launch Call of Duty in New Genres and Asia**

SANTA MONICA, Calif., March 2, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) today announced new strategic plans for the *Call of Duty*(R) franchise, one of the best-selling video game franchises of all time.

The plans include the formation of a dedicated business unit that will bring together its various new brand initiatives with focused, dedicated resources around the world. The company intends to expand the *Call of Duty* brand with the same focus seen in its Blizzard(R) Entertainment business unit. This will include a focus on high-margin digital online content and further the brand as the leading action entertainment franchise in new geographies, new genres and with new digital business models.

"2010 will be another important year for the *Call of Duty* franchise," stated Mike Griffith, President and CEO of Activision Publishing. "In addition to continued catalog sales, new downloadable content from Infinity Ward and a new *Call of Duty* release, we are excited about the opportunity to bring the franchise to new geographies, genres and players."

The company expects to release a new *Call of Duty* game from Treyarch this fall. In addition, Infinity Ward is in development on the first two downloadable map packs for *Modern Warfare*(R) **2** for release in 2010.

The company is also for the first time announcing that a new game in the *Call of Duty* series is expected to be released in 2011 and that Sledgehammer Games, a newly formed, wholly owned studio, is in development on a *Call of Duty* game that will extend the franchise into the action-adventure genre. Sledgehammer is helmed by industry veterans Glen A. Schofield and Michael Condrey. Prior to joining Activision Publishing, Schofield was the Executive Producer of the award-winning game, *Dead Space* and Michael Condrey was the Sr. Development Director on the game. The *Dead Space* franchise has won more than 80 industry awards worldwide including the prestigious A.I.A.S. Action Game of the Year and two B.A.F.T.A.S.

The *Call of Duty* business unit will be led by Philip Earl, who currently runs Activision Publishing's Asia Pacific region and previously served in senior executive positions with Procter & Gamble and Nestle. Activision Publishing veterans Steve Pearce, chief technology officer and Steve Ackrich, head of production, will lead Infinity Ward on an interim basis. Jason West and Vince Zampella are no longer with Infinity Ward.

Lastly, Activision Publishing announced that the company is in discussions with a select number of partners to bring the franchise to Asia, one of the fastest growing regions for online multiplayer games in the world.

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 Publishing 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, competition from the used game market, adoption rate and availability of new hardware (including peripherals) and related software, industry competition and competition from other forms of entertainment, rapid changes in

technology, industry standards and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, including the ability to attract, retain and develop key personnel and developers which can create high quality "hit" titles, 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, 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.

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