



Call Of Duty®: Black Ops II Delivers More Than \$500 Million In Worldwide Retail Sales In First 24 Hours

SANTA MONICA, Calif., Nov. 16, 2012 /PRNewswire/ -- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), today announced that for the fourth consecutive year, the *Call of Duty*® franchise has delivered the biggest entertainment launch of the year. The highly-anticipated ***Call of Duty*®: Black Ops II** has achieved an estimated sell-through of more than \$500 million worldwide in the first 24 hours of its release, according to Chart-Track, retail customer sell-through information and internal company estimates.

"With first day sales of over half a billion dollars worldwide, we believe *Call of Duty* is the biggest entertainment launch of the year for the fourth year in a row," said Bobby Kotick, CEO, Activision Blizzard, Inc. "Life-to-date sales for the *Call of Duty* franchise have exceeded worldwide theatrical box office receipts for "Harry Potter" and "Star Wars," the two most successful movie franchises of all time. Given the challenged macro-economic environment, we remain cautious about the balance of 2012 and 2013."

On November 13, 2012, millions of fans attended more than 16,000 midnight openings at retail stores worldwide. Reflecting the wave of excitement that swept the globe, ***Call of Duty: Black Ops II*** drove social conversation in its first 24 hours as it was a top trending topic globally on Twitter in 23 cities worldwide. Additionally, there have been more than 30 million YouTube video views of the game's live-action 'Surprise' launch trailer since its release on October 29, 2012.

"*Call of Duty* has become more than a product people buy, it's a brand people buy into. And every November we do more than just the launch of a game, we kick off an annual, unofficial but worldwide phenomenon called the *Call of Duty* season," said Eric Hirshberg, CEO of Activision Publishing. "I want to thank our incredible team at Treyarch for making an amazing game, everyone at Activision for making this brand a force of nature and our retail partners for their unprecedented support of this franchise. But most importantly I want to thank our millions of fans for their continued support and loyalty and for making us better every day."

Call of Duty: Black Ops II is available at retail locations worldwide on the Xbox 360 video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, and Windows PC. The title is also expected to be released in North America for the new Wii U™ game system from Nintendo on November 18, 2012.

The game is rated "M" (Mature — Blood and Gore, Intense Violence, Strong Language, Suggestive Themes, Use of Drugs — content suitable for persons ages 18 and older) by the ESRB.

More information on ***Call of Duty: Black Ops II*** can be found at <http://www.callofduty.com/blackops2> or on www.facebook.com/codblackops. Fans can also follow @Treyarch on Twitter.

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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected success of *Call of Duty: Black Ops II* and expected release of a version of the title for the Wii U, 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.

ACTIVISION, CALL OF DUTY, and CALL OF DUTY BLACK OPS are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

Microsoft, Windows, Xbox, Xbox 360 and Xbox LIVE are either registered trademarks or trademarks of Microsoft Corporation. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Wii U is a trademark of Nintendo.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media