



Call Of Duty®: Modern Warfare 3™ Hits \$1 Billion Milestone in Just 16 Days

Only Entertainment Property To Eclipse Avatar's 17 Day \$1 Billion Record

SANTA MONICA, Calif., Dec. 12, 2011 /PRNewswire/ -- [Activision](#) Publishing, Inc., a wholly-owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that **Call of Duty®: Modern Warfare™** crossed the \$1 billion mark in sales since its launch on November 8, 2011, according to Charttrack and retail customer sell-through information. Highlighting the trend of interactive entertainment gaining a greater hold of audiences worldwide, the game achieved this milestone in just 16 days, eclipsing the record set in 2009 by the feature film "Avatar," which reached the \$1 billion milestone in 17 days.

While 2011 box office revenue is on the decline — down 4 percent this year at \$9.4 billion, compared with \$9.8 billion in 2010 -- the number of people purchasing and participating in gaming is on the rise, with no sign of slowing (1) With more than 30 million gamers, the **Call of Duty** community now exceeds the combined populations of the cities of New York, London, Tokyo, Paris and Madrid.

"Engagement of our Call of Duty audience continues to rise around the world" said [Bobby Kotick](#), CEO of Activision Blizzard. "**Call of Duty®** as an entertainment franchise has made an indelible mark on popular culture and its broad and continued success is further validation that audiences increasingly value interactive experiences over passive experiences.

Call of Duty is now amongst that rarified group of sustained franchises like "Star Wars", "Harry Potter", "Lord of the Rings" and the National Football League (NFL) that attract or engage tens of millions of people every year or every new release.

Our **Call of Duty Elite** is one of the fastest growing online services ever with more than six million players registered since its launch November 8, 2011 and over one million premium subscriptions sold to date. By comparison, the premium subscription services of Netflix, Hulu Plus, Sirius XM and Xbox® LIVE®, did not reach one million paid subscribers until almost one year after launch.

"*Call of Duty* has become that rare entertainment franchise that transcends its own genre. Core gamers love it, as our stellar reviews show. But every year, new people are drawn into *Call of Duty*," said Eric Hirshberg, CEO of Activision Publishing. "And while the franchise continues to set records, our fans still seem to want more, demonstrated by our record setting start on *Call of Duty Elite*. We are committed to helping everyone connect, compete and improve their game, *Call of Duty* style."

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 Publishing is a subsidiary of Activision Blizzard which maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, 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 Blizzard's expectations, plans, intentions or strategies regarding the future, including statements with respect to the future of the interactive entertainment industry and the future performance of Activision's Call of Duty franchise, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause actual future results to differ materially from the views expressed in these forward-looking statements include, but are not limited to, shifts in consumer spending trends, the impact of the current macroeconomic environment and market conditions within the video game industry, Activision Blizzard's ability to predict consumer preferences, including interest in specific genres such as first-person action and preferences among competing hardware platforms, competition, including from used games and other forms of entertainment, possible declines in software pricing, product returns and price protection, product delays, adoption rate and availability of new hardware (including peripherals) and related software, rapid changes in technology and industry standards, the cyclical nature of the interactive game market, protection of proprietary rights, 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 that can create high quality "hit" titles, and the other factors identified in the risk factors section of Activision Blizzard's most recent annual report on Form 10-K. The forward-looking statements in this release are based upon information available to Activision Blizzard as of the date of this release, and Activision Blizzard assumes no obligation to update any such forward-looking statements. Although these forward-looking statements are believed to be true when made, they may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Blizzard or of the overall interactive entertainment industry 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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(1)According to boxofficemojo.com and PricewaterhouseCoopers'Global Entertainment and Media Outlook

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