



Activision, Microsoft Enter Long-Term Agreement to Release Call of Duty® Downloadable Content First on Xbox 360

Multi-Title, Multi-Year Agreement for Blockbuster Franchise Extends Through 2012

LOS ANGELES, June 14, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Microsoft (Nasdaq: MSFT) announced today a multi-year agreement that will continue to bring *Call of Duty(R)* game add ons and map packs first to Xbox LIVE online entertainment network. The news was revealed today to a capacity-crowd at Microsoft's Xbox 360 E3 press conference in Los Angeles. The agreement which began in 2009 now extends for all add ons and map packs from the mega-blockbuster *Call of Duty(R)* franchise through 2012, including *Call of Duty(R): Black Ops*, the follow up to the largest entertainment launch in history and one of the most-anticipated titles of the year set for release Nov. 9th.

"Our Treyarch Studio is doing something special with *Call of Duty: Black Ops*, which is why we're thrilled to announce this Xbox LIVE agreement," said Philip Earl, Executive Vice President & General Manager of Activision's *Call of Duty* Business Unit. "This agreement reflects our shared and continued focus on creating the most compelling and exciting content releases for fans around the world."

With billions of hours logged online, *Call of Duty* titles consistently rank atop Xbox LIVE's most-played charts, making it the largest *Call of Duty* community of any entertainment system.

"With 25 million members, Xbox LIVE is the industry's premier online gaming service that establishes the best in cooperative and multiplayer online play for blockbuster franchises like *Call of Duty*," said Marc Whitten, Microsoft's corporate vice president of Xbox LIVE. "With the release of game add ons and map packs coming first to Xbox 360, Xbox LIVE is the place to play *Call of Duty* for years to come."

For more information about *Call of Duty: Black Ops*, visit www.CallofDuty.com/BlackOps.

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, 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 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, adoption rate and availability of new hardware (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, 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, integration of recent acquisitions 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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