



## Activision Blizzard Announces Sale of Special Call of Duty®: Black Ops III Personalization Pack to Support Veteran Hiring

*All Profits Will Support the Call of Duty Endowment's Efforts to Connect Veterans with High-Quality Jobs*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Blizzard (Nasdaq: ATVI) today announced a new in-game program to support the Call of Duty Endowment's nationwide efforts to help unemployed veterans find high-quality careers. The C.O.D.E. Warriors Personalization Pack for Activision's **Call of Duty®: Black Ops III** (PS4/XboxOne/PC), developed by Treyarch, includes 3x reticles, a calling card and custom weapon camo. The pack is \$3.99 in the in-game store and the Sony and Microsoft online stores. All profits will go directly to the [Call of Duty Endowment](http://www.callofdutyendowment.org)'s effort to help veterans secure quality careers when they leave military service.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151215006926/en/>

The Call of Duty Endowment is a non-profit, public benefit corporation founded in 2009 by Activision Blizzard CEO Bobby Kotick. With a mission to identify and fund the best and most effective employment-focused veteran-serving organizations, the Call of Duty Endowment is well on its way to meeting its goal of placing 25,000 veterans in jobs by the end of 2018. To-date, the Call of Duty Endowment has funded more than 17,500 job placements.

"This is a great way to honor and assist our heroes as they return to civilian life," said Rob Kostich, Senior Vice President and General Manager of the Call of Duty franchise. "The personalization pack lets the Call of Duty community help veterans, while playing a game they love. We're grateful to our players and our platform partners for helping veterans secure high-quality careers."

### About Activision Blizzard

Activision Blizzard, Inc., a member of the S&P 500, is the world's most successful standalone interactive entertainment company. It develops and publishes games based on some of the most beloved entertainment franchises, including *Call of Duty*®, *Destiny*®, *Skylanders*®, *Guitar Hero*®, *World of Warcraft*®, *StarCraft*®, *Diablo*®, and *Hearthstone*®: *Heroes of Warcraft*™. The company is one of the FORTUNE "100 Best Companies To Work For®" 2015. Headquartered in Santa Monica, California, it has operations throughout the world, and its games are played in 196 countries. Activision Blizzard makes games for leading interactive platforms. More information about Activision Blizzard and its products can be found on the company's website, [www.activisionblizzard.com](http://www.activisionblizzard.com).

### About the Call of Duty Endowment

The Call of Duty Endowment is a non-profit organization founded by Bobby Kotick, CEO of Activision Blizzard. The organization seeks to help veterans find high-quality careers by supporting groups that prepare them for the job market and by raising awareness of the value vets bring to the workplace. For more information about the Call of Duty Endowment, please visit [www.callofdutyendowment.org](http://www.callofdutyendowment.org).

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Source: Activision Blizzard, Inc.

News Provided by Acquire Media