



Call of Duty® Elite Reaches One Million Premium Members After Six Days

More Than Four Million Gamers Have Registered For New Online Service To Date

SANTA MONICA, Calif., Nov. 22, 2011 /PRNewswire/ -- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: [ATVI](#)), announced today that it has sold one million premium memberships of **Call of Duty® Elite** after six days. By comparison, the premium subscription services of Netflix, Hulu Plus, Sirius XM and Xbox® LIVE®, each reached one million paid subscribers after approximately one year.

Since **Call of Duty Elite's** launch on November 8, more than four million gamers have already registered for the new online service overall. Additionally, more than 80,000 Elite clans have been created, 100,000 user-generated videos have been uploaded to **Call of Duty Elite** and the service has had more than three million daily logins.

"The audience response to **Call of Duty Elite's** premium service has been beyond our expectations, and we want to thank *Call of Duty* players around the world for their unprecedented enthusiasm," said Bobby Kotick, CEO, Activision Blizzard. "The number of gamers who have registered for **Call of Duty Elite** further illustrates how this service is poised to redefine social gaming and set a new bar for interactive entertainment."

"The demand for **Call of Duty Elite** at launch was so overwhelming, that for the first several days, the service did not perform up to our or our fans standards. I want to personally thank our fans for their patience. Our teams have been working around the clock to get the service scaled up to meet demand," said Eric Hirshberg, CEO, Activision Publishing. "I'm very pleased to announce today that the service is now performing stably and anyone who wants to try **Call of Duty Elite** is now able to do so. Due to the scaling challenges we encountered at launch, we are giving all **Call of Duty Elite** premium Founder members an additional 30 days of the service free of charge."

"We have seen double-digit attach for our DLC programs on recent launches," said Tony Bartel, President, GameStop. "However, in the case of **Call of Duty: Modern Warfare® 3**, we worked closely with Activision, Sony and Microsoft to raise the bar and have delivered nearly 600,000 new members for **Call of Duty Elite**."

Call of Duty: Modern Warfare 3 is rated "M" (Mature) by the ESRB for Blood and Gore, Drug Reference, Intense Violence and Strong Language and is available now for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, and Windows® PC. For more information visit www.callofduty.com/mw3 and www.callofduty.com/elite.

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.

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