



Call of Duty®: Modern Warfare® 3 Xbox LIVE Avatar Sales to Benefit Returning Soldiers via the Call of Duty® Endowment

Activision Extends Commitment To Non-Profit Organization This Holiday

SANTA MONICA, Calif., Dec. 2, 2011 /PRNewswire/ -- Today, *Call of Duty*® fans have another opportunity to aid real-world warriors. [Activision Publishing, Inc.](#), a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), has announced that proceeds from the sale of all ***Call of Duty*®: *Modern Warfare*® 3** avatars on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft between December 2 and December 16 will be donated to the Call of Duty Endowment, a non-profit, public benefit corporation that helps Armed Forces veterans transition back to civilian life, find work and establish careers.

More than 30 items for the phenomenally successful third installment of the ***Modern Warfare*®** series are already available in the Avatar Marketplace. In honor of the franchise's continuing partnership with the Endowment, two additional avatars—American Special Forces and Special Ops Juggernaut—are now available on the Marketplace.

Call of Duty: Modern Warfare 3 is rated "M" (Mature) by the ESRB for Blood and Gore, Drug Reference, Intense Violence and Strong Language. For a complete list and details on the Avatars please visit <http://marketplace.xbox.com/en-US/AvatarMarketplace>.

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.

About the Call of Duty Endowment:

The Call of Duty Endowment is a non-profit, public benefit corporation conceived by Bobby Kotick, CEO of Activision Blizzard. The organization seeks to help organizations that provide job placement and training for veterans. For more information about the Call of Duty Endowment, please visit www.callofdutyendowment.org.

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

Xbox, Xbox 360 and Xbox LIVE are registered trademarks of the Microsoft group of companies.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media