

August 26, 2016

# Snoop Dogg and Wiz Khalifa to Perform at Call of Duty XP

## Multi-Platinum-Selling Artists - Entertainment Icon and Multi-Award Winning Rapper Join the Biggest Call of Duty Celebration in History, Sept. 4

#### Performance to Close Epic, Multi-Day Fan Event Featuring World Premiere of New Call of Duty: Infinite Warfare Multiplayer and \$2 Million Call of Duty World League Championship, Presented by PlayStation 4, Sept. 2 - 4

### Limited Number of Tickets Released, Now Available

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Snoop Dogg and Wiz Khalifa are headlining Call of Duty XP, the biggest Call of Duty® fan celebration in history. The duo, who set out on their first-ever joint set earlier this summer on their High Road Tour, will take the stage for a special performance Sunday, September 4<sup>th</sup>, at The Forum in Inglewood, Calif., to close the mega-Call of Duty fan event.

"Call of Duty XP is the ultimate Call of Duty fan experience," said Rob Kostich, EVP and general manager, Call of Duty, Activision. "From the game reveals led by Infinite Warfare multiplayer to the Call of Duty-inspired live experiences to the \$2 million Call of Duty Championship finale, there's something for everyone. It's going to be an amazing time for our fans, even more so now with Snoop Dogg and Wiz Khalifa there to cap this epic, multi-day event."

Presented by <u>Activision Publishing, Inc.</u>, a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), Call of Duty XP 2016 will bring the thrilling finals to the Call of Duty World League Championship, Presented by PlayStation®4 and played on *Call of Duty: Black Ops III*, where \$2 million dollars will be on the line. Additionally, Call of Duty XP will feature the world premiere and first hands-on for *Call of Duty®: Infinite Warfare* multiplayer and *Zombies in Spaceland* modes, *Call of Duty: Modern Warfare Remastered*\* multiplayer and new *Call of Duty: Black Ops III* Downloadable Content.

Fans will also get to play the first *Call of Duty* PlayStation®VR experience on-site, and feel what it's like to pilot and dogfight a Jackal, the personal fighter jet in *Call of Duty: Infinite Warfare*. Other experiences include Nuketown paintball, where players will be able to challenge each other in a frenetic paintball battle on a life-sized *Call of Duty: Black Ops* Nuketown multiplayer map, or team up with others in an intense laser tag experience inspired by Infinite Warfare's *Zombies in Spaceland* game mode and more. The interactive experiences will be available for participation on Friday, Sept. 2, and Saturday, Sept. 3. Due to the Call of Duty World League Championship matches and concert, all outdoor activities, including gameplay stations, will be closed on Sunday, Sept. 4.

Activision has opened up a limited number of tickets remaining for Call of Duty XP, which include access to the Sunday concert with Snoop Dogg and Wiz Khalifa. Ticket prices will include additional service fees.

For fans who can't attend Call of Duty XP in person, select events from the celebration, as well as the Call of Duty World League Championship, Presented by PlayStation®4, will be livestreamed in HD on Twitch at <u>www.twitch.tv/callofduty</u> and on YouTube at <u>www.youtube.com/callofduty</u>. People watching at home and attendees also have a chance to win with the \$25,000 Winners Bracket Challenge presented by GameStop. They can go to <u>www.callofduty.com/bracket</u> to pick their winners and enter. For rules go to <u>www.callofduty.com/bracket/rules</u>. No purchase necessary to enter or win.

For more information about Call of Duty XP 2016, ticket information and the Call of Duty World League, Presented by PlayStation®4, please visit <u>www.callofduty.com/xp</u>. Fans can also follow @<u>CallofDuty</u> and @<u>InfinityWard</u> on <u>Twitter</u>, <u>Instagram</u> and <u>Facebook</u>.

\*Call of Duty: Modern Warfare Remastered contains only 10 MP maps from the original Call of Duty: Modern Warfare game. Modern Warfare Remastered is a full game download. Internet connection required. For more information, please visit www.callofduty.com/MWR\_FAQ. Call of Duty: Modern Warfare Remastered is included with the Legacy Editions and Digital Deluxe Editions of Call of Duty: Infinite Warfare. Check local retailers for availability of all Call of Duty: Infinite Warfare Editions.

# About Snoop Dogg

Snoop Dogg has sold more than 35 million albums worldwide, and has reigned for more than two decades as an unparalleled musical force who has raised the bar as an entertainer and globally recognized innovator. Since 1993, he has released fourteen albums and collaborated with artists across all genres of music. Snoop defines hip-hop history. He's set records with his seminal album Doggystyle, which debuted at #1 on the Billboard 200 chart and sold over 800,000 copies in the first week. Throughout his career, Snoop's produced chart-topping hits including "Gin & Juice," "Who Am I? (What's My Name?)," "Nuthin' But A 'G' Thang," "Next Episode," "Beautiful," "Drop It Like It's Hot," "Signs," "Sensual Seduction" and "I Wanna Rock." As a trendsetter of pop culture, Snoop's ventures include: (a) multiple music/film/TV deals, (b) his WestFestTV YouTube channel, where his wildly popular "GGN News" series appears weekly and (c), most recently, being at the forefront of the global cannabis revolution with businesses such as the 'Leafs By Snoop' product line, <u>MERRYJANE.COM</u>, and Casa Verde Capital. COOLAID is Snoop Dogg's 14th studio Album.

## About Wiz Khalifa

Multi-platinum selling, Grammy and Golden Globe nominated recording artist Wiz Khalifa burst onto the scene with mainstream success with the release of his first major label debut, Rolling Papers in 2011. Rolling Papers spawned the hugely successful hits "Black and Yellow," "Roll Up" and "No Sleep" and gave Wiz the platform to win the award for Best New Artist at the 2011 BET Awards and Top New Artist at the 2012 Billboard Music Awards. His sophomore studio album, Blacc Hollywood, debuted at #1 on Billboard's Top 200 album chart and featured the hit single "We Dem Boyz." Soon after Khalifa's track, "See You Again," off the FURIOUS 7 soundtrack, catapulted to the top of the charts across 95 countries. Holding the #1 spot for 12 consecutive weeks, "See You Again" broke records by being Spotify's most-streamed track in a single day in the United States and in a single week in 26 countries. In addition to winning 3 Teen Choice Awards in 2015, "See You Again" continued its success by winning a Critics' Choice Award in the category Best Song, winning two Billboard Music Awards in the categories Top Hot 100 Song and Top Rap Song, earning three Grammy Award nominations in the categories Song of the Year, Best Pop Duo/Group Performance and Best Song Written for Visual Media, and a Golden Globe nomination in the category Best Original Song - Motion Picture. In 2016 Wiz announced his partnership with RiverRock Cannabis on an exclusive line of regulated cannabis products, his first such collaboration in the regulated cannabis industry and renewed his partnership with RAW Rolling Papers. Wiz released his album Khalifa in February of 2016 as a thank you to fans which includes the tracks "Bake Sale" featuring Travis Scott, "Zoney" and "Elevated." In June Wiz released TGOD Mafia Presents: Rude Awakening with his TGOD Mafia collaborator Juicy J. Wiz is currently coheadlining The High Road Summer Tour with Snoop Dogg.

#### About Activision Publishing, Inc.

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found on the company's website, <u>www.activision.com</u> or by following <u>@Activision</u>.

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. 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 unanticipated product delays and other factors identified in the risk factors sections 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.

© 2016 Activision Publishing, Inc. ACTIVISION, CALL OF DUTY, MODERN WARFARE, CALL OF DUTY MODERN WARFARE, and CALL OF DUTY INFINITE WARFARE are trademarks of Activision Publishing, Inc.

View source version on businesswire.com: http://www.businesswire.com/news/home/20160826005101/en/

Activision Publishing, Inc. Kelvin Liu Sr. PR Manager 310.255.2213 Kelvin.Liu@activision.com

Source: Activision Publishing, Inc.

News Provided by Acquire Media