



Activision's Call of Duty®, Eminem Come Together for Ultimate Fan Offer

Pre-Order Call of Duty: Ghosts at GameStop to receive Special Price offer to Purchase Eminem's new The Marshall Mathers LP 2 Featuring Bonus Studio Track for Limited Time

SANTA MONICA, Calif.--(BUSINESS WIRE)-- The year's most anticipated game, **Call of Duty®: Ghosts**, and music icon Eminem are giving fans another reason to line up this November 5th. With Activision's new blockbuster *Call of Duty* and Eminem's new *The Marshall Mathers LP 2* (Aftermath/Interscope) dropping on the same date this November, fans of both are in store for an incredible offer at a great price. In close collaboration with GameStop, anyone who pre-orders the game at GameStop will get their copy of **Call of Duty: Ghosts** at launch, which will include a code, at time of pick up, to download a special edition of Eminem's new *The Marshall Mathers LP 2* featuring an exclusive, bonus studio track at a special price of \$8.99.

"The energy and intensity of 'Survival' really matches **Call of Duty: Ghosts**," commented Eminem. "I'm excited to continue to be a part of the franchise."

This program continues the close coordination announced in August, when Eminem first revealed "Survival," a track from the upcoming album release as part of Activision's worldwide live reveal event for the multiplayer mode of developer Infinity Ward's new title. The ongoing collaboration between Activision and Eminem will continue later this month with a music video trailer featuring "Survival" and **Call of Duty: Ghosts**, and will extend throughout the launch of the blockbuster title.

"*Call of Duty* is the ultimate adrenaline rush. It's the intensity and heart-pounding excitement you feel as the action unfolds. And Eminem embodies this same spirit and captures this in his music," said Tim Ellis, CMO of Activision Publishing, Inc. "The breadth of this program takes our partnership to a new level and will continue to unfold in the months to come. It's going to be a massive day in entertainment with the launch of **Call of Duty: Ghosts** and *Marshall Mathers LP 2* both hitting on November 5th."

The offer is redeemable through Monday, November 19th, 11:59PM EST and applies to purchases of **Call of Duty: Ghosts** exclusively at GameStop locations as well as select additional retailers worldwide. Participating fans will receive a code on receipt with their purchase of **Call of Duty: Ghosts**. The code will make available for purchase at the special price of \$8.99 an edition of *The Marshall Mathers LP 2* featuring not only the track "Survival," but also a bonus, exclusive studio track.

"*Call of Duty* is an entertainment juggernaut and cultural phenomenon. We are excited for the upcoming release of the new installment of this blockbuster franchise, **Call of Duty: Ghosts**," said Bob Puzon, senior vice president of merchandising at GameStop. "We look forward to celebrating the worldwide November launch of this great game that is on track to be the most pre-ordered title of the year."

The news of this limited time offer follows additional pre-order headlines from last week, in which Activision and GameStop revealed that gamers who pre-order *Call of Duty: Ghosts* at GameStop will receive a pack of content that includes the bonus classic Simon "Ghost" Riley multiplayer character. Made famous in the original *Call of Duty®: Modern Warfare® 2*, the return of one of the most iconic characters in *Call of Duty* history as a playable multiplayer character is a first for the series and is a pre-order incentive only available at GameStop.

Published by [Activision Publishing, Inc.](#), a wholly owned subsidiary of Activision Blizzard (Nasdaq: [ATVI](#)), and developed by Infinity Ward, **Call of Duty: Ghosts** will release on Xbox 360 game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PC and Wii U™ on November 5. The title will also release on the Xbox One, the all-in one games and entertainment system from Microsoft, and PlayStation® 4 later this year. **Call of Duty: Ghosts** is rated M for Mature (Blood, Drug Reference, Intense Violence, Strong Language) by the ESRB. For more information, please visit www.callofduty.com/ghosts, www.facebook.com/CODGhosts, or follow on Twitter [@InfinityWard](#).

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