



## Call of Duty®: Modern Warfare® 3 Sets New Five-Day Entertainment Record Grossing More Than \$775 Million Worldwide

### Call of Duty: Modern Warfare 3 Becomes Best-Selling Video Game Launch of All Time at Each of the Top-Five Retailers in North America

### Call of Duty Modern Warfare 3 Establishes New Xbox® LIVE™ Record with 3.3 Million Unique Online Players in One Day

SANTA MONICA, Calif., Nov. 17, 2011 /PRNewswire/ -- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that **Call of Duty®: Modern Warfare® 3** has shattered theatrical box office, book and video game sales records for five-day worldwide sell-through in dollars. The game established an all-new five-day worldwide sell-through record of more than \$775 million, exceeding the record of \$650 million set a year ago by Activision's **Call of Duty: Black Ops** and \$550 million two years ago for **Call of Duty: Modern Warfare® 2**, according to Chartrack and retail customer sell-through information..

"With \$775 million of sales of **Call of Duty: Modern Warfare 3** in its first five days, *Call of Duty* has become the first entertainment property in history to set five-day launch records for three consecutive years across all forms of entertainment," said Robert Kotick, CEO, Activision Blizzard. "Life-to-date retail sales for the *Call of Duty* franchise have exceeded \$6 billion worldwide, which makes *Call of Duty* one of the most valuable entertainment properties in the world. We expect continued sales momentum, as reviews and audience enthusiasm suggest that this is the best *Call of Duty* game that we have ever made. Online play for **Modern Warfare 3** is at record levels and we continue to see high online play for both **Call of Duty: Black Ops** and **Call of Duty: Modern Warfare 2**, which ranked as the #2 and #4 top-played Xbox LIVE games for the week of November 7, according to Major Nelson."

"As I have said all year, we have been singularly focused on making a spectacular game for our fans, and nothing else. Our incredible teams at Infinity Ward and Sledgehammer Games have done just that," said Eric Hirshberg, CEO, Activision Publishing. "**Call of Duty: Modern Warfare 3** continues to thrill core gaming enthusiasts as well as draw new people into the medium, which is not an easy balancing act. But it takes more than a great game. I would also like to thank our incredible team for the pulling off the launch of the year, as well as our retail partners around the world. But most of all, I want to thank our fans. They are our toughest critics, and our biggest supporters, and none of this would be possible without them."

In addition to beating all previous first-and five-day theatrical box office, book and video game sell-through records, **Call of Duty: Modern Warfare 3** set two new records on Xbox® LIVE™.

According to Microsoft:

- More than 7.0 million multiplayer hours were logged playing **Call of Duty: Modern Warfare 3** by the end of launch day, November 8, a 19% increase over last year's 5.9 million multiplayer hours logged playing **Call of Duty: Black Ops** last year's launch day.
- More than 3.3 million unique gamers played **Call of Duty: Modern Warfare 3** in one day on November 8 up from 2.6 million unique gamers for **Call of Duty: Black Ops**.
- **Call of Duty: Modern Warfare 3** set a new record for concurrent players on Xbox LIVE with 3.3 million simultaneous users on November 8.

"The *Call of Duty* franchise returned to Xbox 360 this year with another record-breaking launch. More than 7 million multiplayer hours were played on **Modern Warfare 3** on day-one of launch on Xbox 360," said Don Matrick, president of the interactive entertainment business at Microsoft. "And with the exclusive first access to new multiplayer content, we're proud Xbox 360 is home to the largest and most engaged *Call of Duty* community."

The game also set a new franchise mark for the number of simultaneous online gamers playing *Call of Duty* on PlayStation® Network on its first day, and was the best-selling video game launch of all time in North America on Amazon.com and at Best Buy, GameStop, Target and Walmart.

"In just over a week, **Call of Duty: Modern Warfare 3** has been hugely successful on PlayStation 3, and continues to drive millions of gamers globally to PlayStation Network with its unprecedented and engaging online multiplayer experience," said

Jack Tretton, President and CEO of Sony Computer Entertainment of America (SCEA). "The *Call of Duty* franchise is one of the biggest entertainment brands on the planet, delivering gameplay experiences like no other which is why we're also excited to bring the *Call of Duty* franchise to our highly-anticipated next generation portable, PlayStation Vita, where we expect fans will continue their dedication to the most amazing *Call of Duty* experiences whether in the home or on the go."

***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](http://www.callofduty.com/mw3) and [www.callofduty.com/elite](http://www.callofduty.com/elite).

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Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Blizzard's expectations for sales of Modern Warfare 3 are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Blizzard's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Blizzard's titles, increasing concentration of titles, shifts in consumer spending trends, the impact of the current macroeconomic environment and market conditions within the video game industry, Activision Blizzard's ability to predict consumer preferences, including interest in specific genres such as first-person action and massively multiplayer online games and preferences among competing hardware platforms, the seasonal and cyclical nature of the interactive game market, changing business models including digital and used games, competition, including from used games and other forms of entertainment, possible declines in software pricing, product returns and price protection, product delays, adoption rate and availability of new hardware (including peripherals) and related software, rapid changes in technology and industry standards, litigation risks and associated costs, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the other factors identified in the risk factors section of Activision Blizzard's most recent annual report on Form 10-K. The forward-looking statements in this release are based upon information available to Activision Blizzard as of the date of this release, and Activision Blizzard assumes no obligation to update any such forward-looking statements. Although these forward-looking statements are believed to be true when made, they may ultimately prove to be incorrect. These statements are not guarantees of the future performance of 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.

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