



## **Call of Duty®: Modern Warfare® 3 Sets All-Time Record for the Biggest Entertainment Launch with More than \$400 Million in North America and United Kingdom Sales Alone**

### **More Than 6.5 Million Units Sold in U.S. and U.K. in 24 Hours**

SANTA MONICA, Calif., Nov. 11, 2011 /PRNewswire/ -- Shattering its own day-one sales records, Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard (Nasdaq: ATVI), announced that its highly-anticipated **Call of Duty®: Modern Warfare® 3** has become the biggest entertainment launch ever with an estimated sell-through of more than \$400 million and more than 6.5 million units in North America and the United Kingdom alone in the first 24 hours of its release, according to Charttrack and retail customer sell-through information.

This marks the third consecutive year that the *Call of Duty* franchise has set day one launch records across all forms of entertainment, something no other entertainment franchise in any medium has ever accomplished. Last year, in North America and the United Kingdom, Activision's **Call of Duty: Black Ops™** had estimated day-one sell-through of \$360 million and in 2009, **Call of Duty: Modern Warfare 2**, set day-one records with estimated sell through of \$310 million, according to Charttrack and retail customer sell-through information.

On November 8, 2011, millions of fans attended more than 13,000 midnight openings at retail stores around worldwide. According to Microsoft, after just two days, the number of gamers playing simultaneously on Xbox® Live® set a new peak concurrency record.

"We believe the launch of *Call of Duty: Modern Warfare 3* is the biggest entertainment launch of all time in any medium, and we achieved this record with sales from only two territories," said Bobby Kotick, CEO, Activision Blizzard, Inc. "Other than *Call of Duty*, there has never been another entertainment franchise that has set opening day records three years in a row. Life-to-date sales for the *Call of Duty* franchise exceed worldwide theatrical box office for "Star Wars" and "Lord of the Rings," two of the most successful entertainment franchises of all time."

Eric Hirshberg, CEO, Activision Publishing added, "**Call of Duty** is more than a game. It's become a major part of the pop cultural landscape. It is a game that core enthusiasts love, but that also consistently draws new people into the medium. It is the most intense, adrenaline pumping entertainment experience anywhere. I would like to thank our incredible teams at Infinity Ward and Sledgehammer Games for making a brilliant game. But most of all, I would like to thank our millions of passionate fans worldwide. We made this game for you."

Separately, Activision announced this morning that in support and gratitude for the efforts of American servicemen and women, this Veterans Day it donated \$3 million to the Call of Duty Endowment, a non-profit, public benefit corporation that seeks to provide job placement and training for veterans. This latest donation will be added to the \$2 million that Activision has already donated to the Endowment, which has provided more than \$1.5 million in grants and scholarships to veterans' organizations across the country since it was conceived by Bobby Kotick in November of 2009.

**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).

### **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](http://www.activision.com).

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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