



## Call of Duty®: Black Ops II Grosses \$1 Billion In 15 Days

### Title Eclipses Feature Film Record for Second Consecutive Year

SANTA MONICA, Calif., Dec. 5, 2012 /PRNewswire/ -- [Activision](#) Publishing, Inc., a wholly-owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that **Call of Duty®: Black Ops II** has crossed the \$1 billion mark in worldwide retail sales, according to Chart-Track retail customer sell-through information and internal company estimates. Illustrating the strong appeal of interactive entertainment to audiences worldwide, the game achieved this milestone in just 15 days after its launch on November 13, 2012. Last year's **Call of Duty®: Modern Warfare®3** reached \$1 billion in retail sales in 16 days. The box office record set for feature films in 2009 by "Avatar" was \$1 billion in 17 days<sup>1</sup>.

"The release of *Call of Duty®* has been one of the most significant entertainment events of each of the last six years," said [Bobby Kotick](#), CEO of Activision Blizzard. "Since *Call of Duty* was launched, cumulative franchise revenues from players around the world are greater than current worldwide box office receipts to date for the top-10 grossing films of 2012 combined. Life-to-date sales for the *Call of Duty* franchise have exceeded worldwide theatrical box office receipts for 'Harry Potter' and 'Star Wars,' the two most successful movie franchises of all time."

Since the game's launch, more than 150 million hours have been logged online playing **Call of Duty: Black Ops II** on Xbox® LIVE® and PlayStation Network.

"Entertainment franchises that captivate audiences for as long as *Call of Duty* has, on the scale that *Call of Duty* has, are very rare things. And it takes a lot of brilliant people working across many different disciplines to make it happen. It is incredibly humbling and gratifying to be a part of," said Eric Hirshberg, CEO of Activision Publishing. "In order for *Call of Duty* to remain the entertainment juggernaut that it is, and keep our fans coming back for more, we need to continue to bring fresh ideas and new innovations to the table every time, while always staying true to what people fell in love with in the first place. That's what we did with **Call of Duty: Black Ops II**, and that's what we intend to keep on doing. This is an incredible milestone for an incredible franchise, and I want to thank every passionate, talented, committed person on our team who made it happen."

**Call of Duty: Black Ops II** is available at retail locations worldwide on the Xbox 360 video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Wii U™ game system from Nintendo and Windows PC. The game is rated "M" (Mature — Blood and Gore, Intense Violence, Strong Language, Suggestive Themes, Use of Drugs — content suitable for persons ages 18 and older) by the ESRB.

More information on **Call of Duty: Black Ops II** can be found at <http://www.callofduty.com/blackops2> or on [www.facebook.com/codblackops](http://www.facebook.com/codblackops). Fans can also follow @Treyarch on Twitter.

#### 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, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, mainland 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 Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected success of *Call of Duty: Black Ops II* and expected release of a version of the title for the Wii U, 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.

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<sup>1</sup>According to [screenrant.com](https://www.screenrant.com)

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