DLC Fireworks For Call Of Duty® Fans This July 4th

Fifty Percent Off All Call Of Duty®: Modern Warfare® 3 And Call Of Duty®: Black Ops DLC Collection Packs For A Limited Time
Activision To Donate A Portion Of The Proceeds To The Call Of Duty Endowment

SANTA MONICA, Calif., July 3, 2012 /PRNewswire/ -- Starting today, Activision celebrates America's birthday with a historic sales event. For a limited time, all previously released DLC collection packs for ***Call of Duty®: Modern Warfare® 3*** and ***Call of Duty®: Black Ops*** are fifty percent off. These phenomenal savings for players worldwide on the Xbox 360® video game and entertainment system from Microsoft and Windows PC start today and run for a week. For gamers on the PlayStation® 3 computer entertainment system in the United States, the promotion also launches today and runs for a week; European ***Call of Duty®*** fans can participate tomorrow, July 4th, and the promotion lasts for a week in Europe as well.

The Call of Duty DLC summer promotion content includes:

- ***Call of Duty® : Modern Warfare® 3 Content Collection #1***
- ***Call of Duty®: Modern Warfare® 3 Content Collection #2***
- ***Call of Duty®: Black Ops First Strike***
- ***Call of Duty®: Black Ops Escalation***
- ***Call of Duty®: Black Ops Annihilation***
- ***Call of Duty®: Black Ops Rezurrection***

A portion of sales from the Call of Duty DLC promotion will be donated by Activision Publishing, Inc. to the **Call of Duty Endowment**, a non-profit organization that provides job placement and training services for veterans.

Call of Duty: Modern Warfare 3 is published by Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), and co-developed by Infinity Ward, Sledgehammer Games and Raven Software. Featuring some of the most intense combat in franchise history, including Special Ops missions and new multiplayer maps and modes like Face Off, ***Call of Duty: Modern Warfare 3*** is rated "M" (Mature) by the ESRB for Blood and Gore, Drug Reference, Intense Violence and Strong Language. For more information go to www.callofduty.com/mw3 or check out @InfinityWard or @SHGames on Twitter.

Developed by award-winning studio Treyarch, ***Call of Duty: Black Ops*** delivers some of the most popular content ever, from multiplayer maps such as fan-favorite Nuketown, to the undead Zombie battle royale contained in Rezurrection. The title is rated "M" (Mature) by the ESRB for Blood, Drug Reference, Intense Violence and Language. For more information, visit www.callofduty.com/blackops and follow @Treyarch on Twitter. Fans can also follow ***Call of Duty*** on Facebook at www.facebook.com/callofduty.

About the Call of Duty Endowment
The **Call of Duty Endowment** was founded by Bobby Kotick, CEO of Activision Blizzard, to help veterans find jobs. Since its founding in November 2009, the Endowment has provided more than $1.7 million in grants and scholarships to assist returning soldiers with post-military career support, directly contributing to more than 1,000 veteran jobs.

The Call of Duty Endowment is a non-profit, public benefit corporation. For more information, please visit www.callofdutyendowment.org***.***

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, 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.

ACTIVISION, CALL OF DUTY, MODERN WARFARE, CALL OF DUTY MW3 and CALL OF DUTY BLACK OPS are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

Xbox 360 is either registered trademarks or trademarks of Microsoft Corporation. PlayStation is registered trademark and of

Sony Computer Entertainment Inc.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media