



Call of Duty®: Black Ops Sets New Opening Day Sales Record With Approximately \$360 Million in North America and United Kingdom Alone

Most Anticipated Game of the Year Becomes Biggest Entertainment Launch in History

SANTA MONICA, Calif., Nov. 11, 2010 /PRNewswire/ -- Shattering its own day-one sales record, Activision Publishing, Inc. (Nasdaq: ATVI) announced that Treyarch's highly-anticipated **Call of Duty®: Black Ops** has become the biggest entertainment launch ever with an estimated sell-through of approximately \$360 million in North America and the United Kingdom alone in the first 24 hours of its release, as compared to last year's estimated day-one sell-through of \$310 million for **Call of Duty: Modern Warfare® 2** in North America and the United Kingdom, according to internal Activision estimates.

Call of Duty: Black Ops, marks the second year in a row that the *Call of Duty* franchise has set day one launch records across all forms of entertainment. In its first day on November 9, the blockbuster title sold through approximately 5.6 million copies in North America and the United Kingdom, as compared to 4.7 million copies for last year's **Call of Duty: Modern Warfare 2**, according to internal Activision estimates.

Call of Duty: Black Ops is one of the most critically acclaimed games of the year worldwide and was released with unprecedented retailer support and more than 12,000 midnight openings around the globe.

"There has never been another entertainment franchise that has set opening day records for two consecutive years and we are on track to outperform last year's five-day global sales record of \$550 million," said Bobby Kotick, CEO, Activision Blizzard, Inc. "The game's success underscores the pop culture appeal of the brand. **Call of Duty: Black Ops** is the finest game that Treyarch has ever made and raises the bar for online gameplay by delivering the deepest and most intense *Call of Duty* experience yet. The *Call of Duty* franchise has over 25 million players around the world that are engaged in billions of hours of online gameplay, and we are committed to supporting them with new content and features on a more frequent and regular basis."

Call of Duty: Black Ops is rated "M" (Mature) by the ESRB for Blood, Drug Reference, Intense Violence and Language. For additional information visit www.callofduty.com/blackops and also via Twitter @JD_2020.

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.

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