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Activision Blizzard Announces Launch of New Call of Duty®: Black Ops III Double Duty Calling Card to Support Veteran Hiring

Digital Program to Date Has Connected More Than 4,000 Veterans with High-Quality Jobs

SANTA MONICA, Calif.--(BUSINESS WIRE)-- The price of the item in the first paragraph, third sentence of release should be \$3.99 instead of \$4.99.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170728005534/en/>



(Graphic: Business Wire)

a civilian on their way to work to show their donation's meaningful impact for the veteran community. Designed by Treyarch, the C.O.D.E. Double Duty Calling Card, along with a collection of three rare supply drops, is now available in the United States through *Call of Duty: Black Ops III* for a suggested retail price of \$3.99. All gross proceeds received by Activision will be donated to The Call of Duty Endowment ("The Endowment"), which will use all funds to help veterans secure high-quality careers after their military service.

The Endowment is a non-profit founded in 2009 by Activision Blizzard CEO Bobby Kotick. With a mission to identify and fund the most effective and efficient employment-focused veteran-serving organizations, the Endowment has funded more than 37,000 job placements to date, at an average 2017 cost-per-placement of \$552, with an average starting salary of \$56,784, and with a six-month retention rate of 88 percent.

"We're incredibly excited to continue to bring new content to our community in proud support of the Call of Duty Endowment's mission," said Dan Bunting, co-studio head, Treyarch. "This year's Double Duty Calling Card is animated to highlight the good work the Call of Duty Endowment does to help veterans transition to civilian life."

"The Call of Duty community has always come out in a big way to support the Endowment and its work to help veterans. We're so grateful for their backing," said Dan Goldenberg, Executive Director of The Call of Duty Endowment. "To date, the in-game purchase program alone has helped our grantees get more than 4,000 veterans back to work—that's about the size of an aircraft carrier's crew."

Goldenberg added, "We are profoundly appreciative of the contribution by our partners. This program would not be possible without the continued support of Treyarch, Sledgehammer Games, Infinity Ward, Raven Software, Sony and Microsoft."

The Double Duty Calling Card and its associated collection of three rare supply drops is available now through February 7,

The corrected release reads:

ACTIVISION BLIZZARD ANNOUNCES LAUNCH OF NEW CALL OF DUTY®: BLACK OPS III DOUBLE DUTY CALLING CARD TO SUPPORT VETERAN HIRING

Digital Program to Date Has Connected More Than 4,000 Veterans with High-Quality Jobs

Activision Blizzard (Nasdaq:ATVI) today announced it is continuing its award winning in-game program that supports veteran hiring with The Call of Duty™ Endowment (C.O.D.E.) Double Duty Calling Card. With the new animated calling card, players can view a service member transform before their eyes from a uniformed warrior to a

2018 on PlayStation 4, Xbox One and PC platforms in *Call of Duty: Black Ops III*.

About Activision Blizzard:

Activision Blizzard, Inc., a member of the Fortune 500 and S&P 500, is the world's most successful standalone interactive entertainment company. We delight hundreds of millions of monthly active users around the world through franchises including Activision's Call of Duty®, Destiny and Skylanders®, Blizzard Entertainment's World of Warcraft®, Overwatch®, Hearthstone®, Diablo®, StarCraft®, and Heroes of the Storm®, and King's Candy Crush™, Pet Rescue™, Bubble Witch™ and Farm Heroes™. The company is one of the Fortune "100 Best Companies To Work For®". Headquartered in Santa Monica, California, Activision Blizzard has operations throughout the world, and its games are played in 196 countries. More information about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

About the Call of Duty Endowment:

The Call of Duty Endowment is a non-profit co-founded by Bobby Kotick, CEO of Activision Blizzard. The Endowment helps veterans find high quality careers by supporting groups that prepare them for the job market and by raising awareness of the value vets bring to the workplace. For more information about the Call of Duty Endowment, please visit www.callofdutyendowment.org.

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