



## Activision Sells More Than \$1 Billion of Call of Duty®: Ghosts into Retail Worldwide as of Day One

*Call of Duty: Ghosts is Gamestop's Most-Preordered Next Gen Title*

*Call of Duty: Ghosts Takes over the #1 Spot on Xbox Live*

*Call of Duty: Ghosts Sets New High Watermark for Average Player Session Length*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that the company sold more than \$1 billion of **Call of Duty®: Ghosts** into retail stores worldwide as of day one.

"**Call of Duty** is by far the largest console franchise of this generation," said Bobby Kotick, CEO of Activision Blizzard. "More people have played **Call of Duty** this year than ever before, logging four billion hours of gameplay. And in the last 12 months, **Call of Duty®: Black Ops II**, including its digital content, generated more revenues than any other console game ever has in a single year. Although it is too early to assess sell-through for **Call of Duty: Ghosts**, it's launching at a time when the franchise has never been more popular."

Millions of people are already playing **Call of Duty: Ghosts** online. Since its release yesterday, **Call of Duty: Ghosts** has moved to the #1 spot as the most played game on Xbox Live, according to Microsoft. Additionally, Activision confirmed that on the Xbox 360 videogames and entertainment system from Microsoft, average player sessions for **Ghosts** have been longer than either **Black Ops II** or **Call of Duty®: Modern Warfare® 3**, during the same time period.

**Call of Duty: Ghosts** launched at 15,000 midnight openings around the world. Fans around the world shared their excitement in social media, with Call of Duty-related terms trending an astounding 20 times globally on Twitter in the last 24 hours.

"**Ghosts** is an amazing game which ushers in the next generation of **Call of Duty**. The team at Infinity Ward has delivered yet another epic thrill ride in the campaign, and what I think is our best multiplayer game yet," said Eric Hirshberg, CEO of Activision Publishing. "This is the must have launch title for the next generation of consoles, and we expect **Call of Duty: Ghosts** to be the most successful launch title for the Xbox One and PS4 by a wide margin. In fact, according to GameStop, **Call of Duty: Ghosts** is their most pre-reserved next gen title."

### 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).

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Source: Activision Publishing, Inc.

News Provided by Acquire Media