



February 16, 2017

Activision Blizzard Announces New Call of Duty In-Game Purchase to Support Veteran Hiring

More Than 3,400 Veterans Placed in High-Quality Careers Through In-Game Program To-Date

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Blizzard (Nasdaq: ATVI) today announced an expansion of its in-game program that supports the Call of Duty™ Endowment's nationwide effort to help veterans find high-quality careers. Launching today for PlayStation®4 and Xbox One, the Call of Duty™ Endowment (C.O.D.E.) Brass Personalization Pack for *Call of Duty®: Modern Warfare® Remastered* includes a full suite of exclusive content: Player Card, Universal Weapon Camo, Universal Reticle and Emblem.

The pack will be available for a suggested retail price of \$4.99 in the in-game store and the Sony and Microsoft online stores. One hundred percent of Activision Publishing's net proceeds from the purchase of the C.O.D.E. Brass Pack will go directly to the most effective charities that combat veteran unemployment. More than 3,400 veterans have been placed in high quality jobs through the in-game program to-date.

"Raven is honored to partner with the Endowment," said Raven Software Studio Head Brian Raffel. "We believe this new pack offers a great way for our players to support veterans while taking their in-game experience to a new level."

The Endowment is a non-profit, public benefit corporation co-founded in 2009 by Activision Blizzard CEO Bobby Kotick. With a mission to identify and fund the best and most effective employment-focused veteran-serving organizations, the Endowment's original goal was to identify and fund best-in-class organizations to place 25,000 veterans in jobs by the end of 2018. The Endowment met that goal two years early, reaching 31,000 placements in 2016, with a six-month retention rate of 88 percent. The Endowment's new goal is to place a total of 50,000 veterans into high-quality jobs by 2019.

"Through our previous personalization pack and calling card programs, the Call of Duty® community contributed over \$2.1 million to help 3,400 veterans secure good jobs," said Endowment Executive Director Dan Goldenberg. "Employment is vital to providing stability when transitioning from military to civilian life. Raven, Infinity Ward, Treyarch, Sledgehammer Games, Sony and Microsoft continue to be indispensable partners in this effort, as the in-game program would not be possible without their generosity and commitment. We are grateful for their continued support."

About Activision Blizzard:

Activision Blizzard, Inc., a member of the S&P 500, is the world's most successful standalone interactive entertainment company. We delight hundreds of millions 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, public benefit corporation 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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Source: Activision Blizzard

News Provided by Acquire Media