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Activision Announces the Next Generation of Call of Duty® with Call of Duty®: Ghosts

Call of Duty: Ghosts will set a new Benchmark for the Next Generation

All-New World, Story, Characters and Experience, All Powered by New, Next Gen Call of Duty Engine from the Developer that started it all, Infinity Ward

For an Exclusive First Look at the Game, Tune in to Xbox: The New Generation Revealed, May 21 at 10AM PDT on Xbox.com, Xbox Live or SPIKE TV

Groundbreaking Title Lands on November 5

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Prepare for the next generation of **Call of Duty®**. The franchise that has defined a generation of gaming is set to raise the bar once again with the all-new **Call of Duty®: Ghosts**. Published by Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard (Nasdaq: ATVI), and developed by Infinity Ward, the studio that created the original *Call of Duty* and the seminal *Call of Duty®: Modern Warfare®* series, **Call of Duty: Ghosts** ushers in the next generation of the franchise. The new title delivers a riveting all-new gameplay experience built on an entirely new story, setting and cast of characters, all powered by a new, next generation *Call of Duty* engine that redefines the series for the next generation.

"Infinity Ward set the gold standard for first-person action for a generation, and they're going to do it again with **Call of Duty: Ghosts**," said Eric Hirshberg, CEO of Activision Publishing, Inc. "**Ghosts** delivers an all-new story, all-new characters, an all-new *Call of Duty* world, all powered by a next generation *Call of Duty* engine, which is a leap forward for the franchise. Infinity Ward is going all-in to create the next generation of *Call of Duty* worthy of the world's greatest fans."

"Everyone was expecting us to make *Modern Warfare 4*, which would have been the safe thing to do. But we're not resting on our laurels," said Mark Rubin, executive producer of developer Infinity Ward. "We saw the console transition as the perfect opportunity to start a new chapter for *Call of Duty*. So we're building a new sub-brand, a new engine, and a lot of new ideas and experiences for our players. We can't wait to share them with our community."

To see an exclusive first look at **Call of Duty: Ghosts** tune in to *Xbox: the Next Generation Revealed* on May 21 at 10AM PDT on Xbox.com, Xbox LIVE or SPIKE TV for the debut of the all-new game from Infinity Ward.

"We are consistently thrilled with the overwhelming response received from critics and consumers alike to the *Call of Duty* series, which has firmly established its home on the Xbox 360 with the game's largest and most engaged community," said Don Mattrick, president of the interactive entertainment business at Microsoft. "With **Call of Duty: Ghosts**, we have no doubt that our longtime partners, Activision and Infinity Ward, will raise the bar higher than ever before for this incredible franchise."

Starting today, fans can begin pre-ordering their copy of **Call of Duty: Ghosts** at retail outlets worldwide.

"There's no other video game property like *Call of Duty*. It's the biggest game franchise on the planet that has had some of the biggest game entertainment launches in history," said Tony Bartel, president of GameStop. "We are very excited for the launch of **Call of Duty: Ghosts**, as we transition to next generation consoles."

Call of Duty: Ghosts will release on Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and PC on November 5. **Call of Duty: Ghosts** will also be available for next generation platforms. For the latest intel, check out: www.callofduty.com/ghosts, www.facebook.com/CODGhosts, or follow on Twitter @InfinityWard. **Call of Duty: Ghosts** is not yet rated.

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,

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