



Call of Duty(R): Modern Warfare(R) 2 Shatters Opening Day Sales Records With Approximately \$310 Million in North America and United Kingdom Alone

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

SANTA MONICA, Calif., Nov 12, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Activision Publishing, Inc.](#) (Nasdaq: ATVI) announced today that Infinity Ward's much-anticipated *Call of Duty(R):Modern Warfare(R) 2* has become the biggest launch in history across all forms of entertainment with estimated sell-through sales of \$310 million in North America and the United Kingdom alone in the first 24 hours, according to internal Activision estimates.

Modern Warfare 2 was released on Tuesday, November 10th, to worldwide fanfare across the globe, including over 10,000 retail outlets in the U.S. alone which held midnight openings to meet consumer demand. In its first day, the blockbuster title sold through approximately 4.7 million copies in just North America and the United Kingdom, according to internal Activision estimates.

"The *Call of Duty* franchise has become a cultural phenomenon showing the power of video games as an entertainment medium," said Mike Griffith, CEO, Activision Publishing, Inc. "The shattering of these entertainment records is a testament to the compelling, cinematic and uniquely engaging experience that the *Call of Duty* brand delivers. *Modern Warfare 2* has taken interactive experience to unprecedented heights setting a new standard for entertainment."

Modern Warfare 2 picks up following the historic events of *Call of Duty(R) 4: Modern Warfare(R)*, the blockbuster title that remains the top selling first person action game in history. *Modern Warfare 2* is rated "M" (Mature) by the ESRB for Blood, Drug Reference, Intense Violence and Language. For additional information about the game, visit www.modernwarfare2.com.

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 Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in completing the integration of the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in the risk factors section of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond

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