



Activision to Sell Limited Edition Dog Tags to Benefit the Call of Duty Endowment

'Get Tagged' and Help Raise Funds for Veterans' Employment Organizations

SANTA MONICA, Calif., Nov. 1, 2012 /PRNewswire/ -- It's time to get tagged! Activision Publishing, Inc. today announced the sale of limited edition dog tags that will benefit the [Call of Duty Endowment](#), a non-profit that helps veterans find jobs by assisting organizations that provide job placement and training services for veterans.

The dog tags, which have a suggested retail price of \$4.99, will be available starting November 1, 2012 throughout the holiday season in more than 12,000 stores across the country including GameStop, Walmart, Toys R Us, Best Buy and Target. Customers will find the dog tags in dedicated *Call of Duty*® sections and counter displays. Activision will be donating proceeds from the sales of the dog tags to the Call of Duty Endowment.

Chief Executive Officer of Activision Blizzard (Nasdaq: ATVI) and Founder and Co-Chairman of the Call of Duty Endowment, said, "Supporting our veterans as they re-enter the workforce is one of the most important priorities we have as citizens. Our youngest veterans — those 18 - 24 years old— currently face an unemployment rate that is almost twice the national average of their non-veteran peer group, and this is unacceptable. With the sale of our limited edition Call of Duty Endowment dog tags, we are urging Americans to join us in the support of our heroes as they attempt to re-join the workforce."

About Activision Publishing:

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.

About the Call of Duty Endowment:

The Call of Duty Endowment is a non-profit, public benefit corporation conceived by Bobby Kotick, CEO of Activision Blizzard. The organization seeks to help organizations that provide job placement and training services for veterans. For more information about the Call of Duty Endowment, please visit www.callofdutyendowment.org.

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