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Activision Blizzard Announces Sale of Special Call of Duty®: WWII Bravery Pack to Support Veteran Careers

Beginning December 1st With All Activision Proceeds Supporting the Call of Duty™ Endowment, a Non-Profit Fighting Veteran Unemployment and Underemployment

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Blizzard (Nasdaq: ATVI) today announced the newest iteration in its award-winning in-game program to support the Call of Duty Endowment's efforts to help unemployed veterans find high-quality careers in the United States and United Kingdom. The Call of Duty®: WWII - Call of Duty Endowment (C.O.D.E.) Bravery Pack (PS4/XboxOne/PC), developed by Sledgehammer Games, includes a special Call of Duty Endowment in-game helmet, calling card, and emblem.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171201005676/en/>



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. For the first time, a personalization pack benefitting the Call of Duty Endowment will also be available at all GameStop stores across the U.S. as well as online through BestBuy.com and Amazon.com. One hundred percent of the proceeds received by Activision through the Bravery Pack will directly fund the Endowment's mission to help veterans secure quality careers when they leave military service. More than 4,800 veterans have been placed in high quality jobs through Call of Duty® personalization packs to-date, which is a brigade-sized group of vets.

Activision Blizzard Call of Duty® WWII Bravery Pack (Graphic: Business Wire) "Through Activision's previous calling card and personalization pack programs, we have raised more than \$2.8 million towards helping veterans beat unemployment and underemployment as they transition back into civilian life," said Dan Goldenberg, executive director of the Call of Duty Endowment. "We want to thank the studio team at Sledgehammer Games for their dedication in creating the Bravery Pack, and their continued devotion to the Endowment's mission of supporting those who served in uniform. We'd also like to thank our partners Activision, Sony, Microsoft, GameStop, Amazon, and Best Buy for their invaluable support of our ongoing mission."

The Call of Duty Endowment is a non-profit foundation created in 2009 by Activision Blizzard CEO Bobby Kotick. With a mission to identify and fund the most effective and efficient employment-focused veteran-serving organizations, the Endowment was initially established in the U.S. with a goal to place 25,000 veterans in jobs by the end of 2018. That goal was met two years early, and has subsequently and ambitiously been revised to placing 50,000 veterans into high-quality jobs by 2019. To date, the Endowment has funded the job placement of more than 40,000 veterans. The program has also recently announced the expansion of its efforts to help veterans in the United Kingdom.

About Activision Blizzard

Activision Blizzard, Inc., a member of the Fortune 500 and S&P 500, is the world's most successful standalone interactive entertainment company. We delight hundreds of millions of 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 foundation founded by Bobby Kotick, CEO of Activision Blizzard. The organization seeks to help 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. The Endowment is the recipient of the 2015 and 2017 "Engage for Good Halo Award," the 2017 Cynopsis Social Good Award and has achieved GuideStar's Platinum status for impact and transparency. For more information about the Call of Duty Endowment, please visit www.callofdutyendowment.org.

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