



New Call of Duty: Advanced Warfare Multiplayer Delivers Game Changing Experience

First Call of Duty Created with Three-Year Development Cycle from First Time Lead Call of Duty Studio, Sledgehammer Games, Fundamentally Changes Call of Duty Multiplayer

All-new Exoskeleton Abilities Take Call of Duty to New Level, Unprecedented Customization Revolutionizes Player Personalization

First Ever for Franchise Early Access Pre-Order Incentive - the Call of Duty: Advanced Warfare Day Zero Edition Offers Gamers Opportunity to Purchase Call of Duty Early - as Much as 24 Hours in Advance Starting November 3rd

Players See How Power Changes Everything in Live Global Broadcast

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision and Sledgehammer Games today unveiled a new era for *Call of Duty*® with the world premiere of **Call of Duty®: Advanced Warfare** multiplayer. Built for next generation gaming systems, **Call of Duty: Advanced Warfare** fundamentally changes *Call of Duty* multiplayer, delivering new player movements and capabilities, along with the deepest customization and player engagement features in franchise history.

With the all-new exoskeleton, players can boost jump, dodge, dash, slide, slam and more as the action goes vertical, while using future-tech, cutting-edge capabilities and a brand-new weapon class as part of nearly 350 custom weapons. Offering a new reward system, including more than 1,000 in-game player rewards, and nearly limitless customization options that create more than 2 billion unique player combinations and more, the title offers the most in-depth, robust and advanced *Call of Duty* multiplayer experience ever on both next generation and current generation systems.

In addition to the multiplayer premiere, Activision today announced the *Call of Duty: Advanced Warfare Day Zero Edition*, which offers fans for the first time 24-hour early access to the game starting November 3rd. The *Call of Duty: Advanced Warfare Day Zero Edition* is available on all platforms to customers who pre-order the game* and pick up on day zero - at no added cost. Collector's Edition copies of **Call of Duty: Advanced Warfare** will also be available for Day Zero early purchase and play, and will include the special *Day Zero Edition* content. In addition to the early access of up to 24 hours in some territories, the *Day Zero Edition* also includes two new, custom weapons as well as the previously announced Advanced Arsenal incentive.

"With **Call of Duty: Advanced Warfare** we introduced the first new lead developer to the franchise in a decade and our first three-year development cycle, with one mission: bring breakthrough innovation to the franchise, while also honoring its roots. We feel Sledgehammer Games has risen to that challenge," said Activision Publishing, Inc.'s CEO, Eric Hirshberg. "**Advanced Warfare** introduces significant new mechanics to multiplayer that truly change the game, but more importantly just speaking as a gamer it's a hell of a lot of fun."

Three years in the making, **Call of Duty: Advanced Warfare** delivers a new level of tactical combat on all platforms, giving players all-new frenetic ways to move, starting with the power of the exoskeleton. The new gameplay abilities, movements, perks and mechanics expand the verticality of sightlines and maneuverability, increasing the amount of strategic options available to players, while staying true to *Call of Duty*'s fast, fluid multiplayer experience. Players can combine these new mechanics for offensive, defensive and overall evasive maneuvers unlike anything ever seen in *Call of Duty*.

Also, the much loved Pick 10 create-a-class is back with even more customizable options than before with Pick 13. Gamers can now choose their favorite scorestreaks, which are fully customizable, and include them in their preferred class, raising the bar on personalization from top to bottom. The introduction of co-operative scorestreaks also allows friends to experience *Call of Duty* multiplayer together in a new way, as for the first time ever, two players can now join a scorestreak and work co-operatively.

The technology of the future in **Call of Duty: Advanced Warfare** wouldn't be complete without advancement in weapon technology, beginning with the debut of a directed energy class of weapons. This all-new weapon class for *Call of Duty* uses the power of focused energy to overcome enemies and relies on tactical heat management instead of reloads. Players can test out this new class, along with all their weapons, on the new Virtual Firing Range, a brand new feature that allows players to instantly test-drive their favorite weapon loadout with the click of a button before the next match starts.

"When we set out to envision the 2054 world of *Call of Duty*, we spent a lot of time focused on evolving the multiplayer - offering

all new experiences to the fans," said Glen Schofield, co-founder and game director of Sledgehammer Games.

"We can't wait for players to discover all of the new movement, mechanics, equipment, and modes built into **Call of Duty: Advanced Warfare**, as well as the depth of customization layered in for the most personalized *Call of Duty* multiplayer experience to date," added Michael Condrey, co-founder and head of development of Sledgehammer Games.

Featuring 12 modes out of the box on day one, led by fan-favorites *Capture the Flag* and *Hardpoint*, **Call of Duty: Advanced Warfare's** multiplayer modes not only include classics such as *Team Deathmatch*, *Domination*, and *Search and Destroy*, but also new options for the playlist such as *Uplink* and *Momentum*, a new take on the classic *War* mode.

Sledgehammer Games is also taking personalization to the next level with Create-an-Operator, a new character system, which allows players to personalize their soldier however they want from heads, helmets, eyewear, shirts, vests, kits, gloves, pants, knee-guards, boots and even the exoskeleton itself. Create-an-Operator is bolstered by a brand new reward system called *Supply Drops*. The more someone plays, the more they earn. *Supply Drops* can contain anything from custom weapons to unique character gear in different classes of rarity, all giving players multiplayer bragging rights.

In addition to showing off their *Supply Drops* gear in-game, the new *Virtual Lobby* lets players display their hard-earned challenge rewards and rare items, while waiting for the map to start. Billions of possible combinations exist, allowing gamers to personalize nearly everything on their in-game operator from head to toe. Players can finally see what their friends and opponents are bringing to the match, as the *Virtual Lobby* is a quick and easy way to size up the competition and also plan your next move in create-an-operator.

Led by Sledgehammer Games, **Call of Duty: Advanced Warfare** is being developed for Xbox One, PlayStation 4, PC, Xbox 360 and PS3. The title is published by Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: [ATVI](#)). Designed for next gen systems, **Advanced Warfare** is the first *Call of Duty* utilizing an expanded three-year development delivering a new experience on all platforms. The title is rated M for Mature with Blood and Gore, Drug Reference, Intense Violence and Strong Language.

For full product information, visit www.callofduty.com/advancedwarfare. Fans can access the *Multiplayer World Reveal Featured via Global Premier on Xbox* Livestream via <http://www.callofduty.com/advancedwarfare/media/mp-world-premiere>. For the latest intel, check out: www.callofduty.com, www.facebook.com/callofduty, www.youtube.com/callofduty or follow @CallofDuty on [Twitter](#) and [Instagram](#).

**Day Zero Edition quantities limited, availability subject to demand and inventory at retailer locations. If Day Zero Edition not available at retailer, pre-order customer may receive a pre-order refund, or may purchase a launch unit and obtain a code to download all Day Zero Edition special content. Visit www.callofduty.com/dayzero for more information.*

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