



Biggest Entertainment Release of the Year Gets Even Bigger With Unprecedented Nine-Month Post-Release Content Schedule Available First for Call of Duty® Elite Premium Members

Call Of Duty®: Modern Warfare® 3's Season of Monthly Content for Call of Duty Elite Premium Members Kicks Off January 24th on Xbox LIVE

SANTA MONICA, Calif., Jan. 10, 2012 /PRNewswire/ -- **Modern Warfare® 3** blazes into 2012 with the debut of all-new multiplayer maps Liberation and Piazza, the front line of the **Modern Warfare® 3 Content Season for Call of Duty® Elite**, nine consecutive months of epic downloadable content that commences January 24th for Xbox Live users. Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc.'s (Nasdaq: ATVI), revealed today that the content will be available first for **Call of Duty® Elite's** premium members on Xbox LIVE, followed by additional platforms at a later time. From January through September, Call of Duty **Elite** premium members on Xbox LIVE will receive regular updates of all new content totaling at least 20 content drops.

The **Modern Warfare 3 Content Season for Call of Duty Elite** will include a broader variety than ever, with brand new multiplayer maps, Special Ops Missions, new game modes and more. While **Call of Duty Elite** premium subscribers get the new content first, as promised, **Call of Duty: Modern Warfare 3** fans who want to buy the content a la carte as they have in the past, will be able to purchase the content via **Modern Warfare 3 Content Collections**.

"The mammoth launch of **Modern Warfare 3** and the breakout success of **Call of Duty Elite** were just the beginning. Call of Duty **Elite** provides an 'always-on' connection to our fanbase, and the **MW3 Content Season** is the ultimate way to demonstrate our ongoing commitment to the **Call of Duty** community and provide tremendous value to **Call of Duty Elite** premium members," said Eric Hirshberg, CEO of Activision Publishing. "With the Call of Duty®: **MW3 Content Season for Call of Duty Elite** we are delivering on our promise of more new content, more often, and with more variety than ever. With three studios collaborating on the first season, the breadth and depth of material on tap is truly extraordinary. It's rare you can successfully execute both quantity and quality, but thanks to the expertise of our developers, the reach of **Call of Duty Elite** and the passion of our fans, we intend to deliver."

All content drops for **Call of Duty Elite** premium members will occur once a month, starting in January for Xbox Live users and will continue through the year, ending in September. During the first three months of 2012, Activision will release five different content drops on three occasions in January, February and March, first on Xbox Live, followed by additional platforms at a later time.

The first two Content Drops will be multiplayer maps—also playable in **Modern Warfare 3** Survival Mode—that throw combatants into a war-torn Central Park and an Italian seaside village. Liberation is a vast, militarized landscape, ripe for long-range sniper and LMG fire, with mounted turrets on either end that lend power to anyone brave enough to expose themselves in exchange for deadly firepower. Piazza is the idyllic Italian getaway that is anything but, where tight corners and branching pathways pose great risk at every turn. Close-range combat dominates in Piazza, where attacks from behind, above and below are an ever-constant threat.

The third Content Drop will be available for download in mid-February and two additional Content Drops will go live in March, as premium **Call of Duty Elite** members will receive new content once a month through September. Also in March, the first **Modern Warfare 3 Content Collection** will be available for purchase by the entire **Call of Duty: MW3** player community on Xbox Live.

To celebrate the launch of each new content drop, **Call of Duty Elite** will run specialized events for real-world prizes throughout the nine-month Season. Additional details about the **Modern Warfare 3 Content Season for Call of Duty Elite** and **Collection** series will be announced throughout the year.

The **Modern Warfare 3 Content Season** is co-developed by Infinity Ward, Sledgehammer Games and Raven Software.

Call of Duty: Modern Warfare 3 is rated "M" (Mature) by the ESRB for Blood and Gore, Drug Reference, Intense Violence and Strong Language. For more information on the Call of Duty: MW3 content drops, season of content, **Call of Duty: Modern Warfare 3** and **Call of Duty Elite** visit www.callofduty.com/mw3 and www.callofduty.com/elite.

To become a **Call of Duty Elite** premium member, go to <http://www.callofduty.com/elite/go-premium>. For additional **Call of Duty Elite** updates and information, visit www.facebook.com/callofdutyelite, and also via Twitter [@CallofDutyElite](https://twitter.com/CallofDutyElite).

Published by Activision and developed by Beachhead Studio, **Call of Duty Elite** is a comprehensive social gaming network offering a deep and innovative service for all registered Call of Duty players. **Call of Duty Elite** provides "always-on," universal communication between the platform and the game. Players can access **Call of Duty Elite** via web or console—to connect with friends, plan multiplayer matches with their Clan or social Group, configure load-outs, access comprehensive stats and interactive heat maps, and much more.

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, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, 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.

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