



## Activision, Treyarch and Xbox Join Forces to Help Veterans Through the Call of Duty™ Endowment

***From October 8-14<sup>th</sup>, All Call of Duty®: Black Ops II Personalization Packs Will Be Discounted 25% on Xbox Live, With 100% of the Profits Going to Benefit the Call of Duty Endowment***

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), Treyarch, and Xbox have teamed together to support the Call of Duty™ Endowment. Starting tomorrow, October 8 through Monday, October 14, U.S. fans can purchase any one of the 17 *Call of Duty®: Black Ops II* Personalization Packs that are currently available on the Xbox Live online entertainment network from Microsoft for a 25% discount. Additionally, Activision, Treyarch and Xbox will donate all profits from the packs sold to the Call of Duty Endowment — Activision Blizzard's 501(c)(3) non-profit that helps returning service members by funding efficient and effective organizations that place vets into high quality careers.

"This is a great opportunity for the *Call of Duty®* community to get involved, and we're delighted to work with Treyarch and our friends at Xbox to donate all profits from this activity toward helping vets find good jobs," said Dan Goldenberg, Executive Director of the Call of Duty Endowment. "For most veterans, there's nothing more important to easing their transition back into the civilian world than finding meaningful work."

Developed by Activision's award-winning studio, Treyarch, Personalization Packs in *Call of Duty: Black Ops II* offer fans more options to customize and expand their experience. Each themed Personalization Pack contains one unique weapon camo, three targeting reticules, and a brand-new player calling card.

"With this drive, we continue to pledge our support to the Call of Duty Endowment in support of veterans, and really appreciate everyone in our community who contributes to this great cause and gives back," said Mark Lamia, Studio Head of Treyarch.

*Call of Duty: Black Ops II* is rated "M" (Mature — Blood and Gore, Intense Violence, Strong Language, Suggestive Themes, Use of Drugs — content suitable for persons ages 17 and older) by the ESRB. More information on *Call of Duty: Black Ops II* can be found at <http://www.callofduty.com/blackops2> or additionally on [www.facebook.com/codblackops](http://www.facebook.com/codblackops). Fans can also follow @Treyarch on Twitter.

### **About The Call of Duty Endowment**

The Call of Duty Endowment is a non-profit, public benefit corporation created by [Bobby Kotick](#), CEO of Activision Blizzard. The organization seeks to help soldiers transitioning to civilian life find work and establish careers and to assist organizations that provide job placement and training. For more information about The Call of Duty Endowment, please visit [www.callofdutyendowment.org](http://www.callofdutyendowment.org).

### **About Activision Publishing, Inc.**

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