



Activision Announces Call of Duty®: Ghosts PlayStation Upgrade for a Suggested Retail Price of Just \$10

Announcement Joins Other Policies Designed to Smooth Transition to Next Gen for Call of Duty® Gamers

COLOGNE, Germany--(BUSINESS WIRE)-- [Activision Publishing, Inc.](#), a wholly owned subsidiary of Activision Blizzard (Nasdaq:[ATVI](#)), today announced further details surrounding **Call of Duty®: Ghosts**' participation in Sony's PS3 to PS4 upgrade program. The upgrade program is completely optional and allows consumers who purchase **Call of Duty: Ghosts** on PlayStation®3 to upgrade to the PlayStation®4 version of the game for a limited time at a suggested retail price of only \$10, €10, or £10 depending on territory. More details will be shared in the weeks to come.

"Today we're announcing that anyone who buys **Call of Duty: Ghosts** for the PS3 will be able to upgrade to **Call of Duty: Ghosts** for the PS4 for a limited time at a suggested retail price of just \$10, €10, or £10," said Eric Hirshberg, CEO of Activision Publishing, Inc. "Retail programs, announced by Amazon and GameStop allow our players to upgrade from the Xbox 360 to the Xbox One version of **Call of Duty: Ghosts** for \$10 as well. We have also previously announced that for a limited time our players will bring all of their Season Pass Content and all of their in-game progress with them within a console family, for no additional charge. We have the best fans in the world, and we want to make this transition as seamless and easy for them as possible. And there's more news to come on that front. Stay tuned."

Published by Activision Publishing, Inc. and developed by Infinity Ward, **Call of Duty: Ghosts** will release on Xbox 360 game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PC and Wii U™ on November 5. The title will also release on the Xbox One, the all-in one games and entertainment system from Microsoft, and PlayStation®4 computer entertainment system later this year. **Call of Duty: Ghosts** is rated M for Mature (Blood, Drug Reference, Intense Violence, Strong Language) by the ESRB. For more information, please visit www.callofduty.com/ghosts, www.facebook.com/CODGhosts, or follow on Twitter [@InfinityWard](https://twitter.com/InfinityWard).

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, 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.

Cautionary Note Regarding Forward-Looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected **Call of Duty: Ghosts** release date of November 5, 2013, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties, and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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