



Call of Duty® ELITE's Friday Night Fights to Premiere This Friday, November 25

Classic Grudge Match Pitting Service Members from U.S. Army vs. U.S. Navy Highlights Debut Episode

SANTA MONICA, Calif., Nov. 23, 2011 /PRNewswire/ -- Friday Night Fights, the first original entertainment program to air on **Call of Duty® ELITE** will debut this Friday, November 25th. Executive produced by Ridley Scott and Tony Scott's RSA Films, and director RJ Cutler, Friday Night Fights lets real life rivals settle their differences Call of Duty® style via epic multiplayer battles in **Call of Duty®: Modern Warfare® 3**. The inaugural episode features one of the greatest rivalries of all, pitting teams from the U.S. Army vs. U.S. Navy. The new weekly series is being produced from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), and is available exclusively to premium members of Activision's new digital service, **Call of Duty ELITE**.

"From the beginning, our goal with **Call of Duty ELITE** has been to bring the **Call of Duty** community together in new ways. Fans of **Call of Duty** spend as much time playing the game, as sports fans spend following their favorite teams—if not more. So we figured, if sports fans get all kinds of shows outside of the games to feed their passion, why not do the same thing for **Call of Duty** fans?" said Eric Hirshberg, CEO, Activision Publishing. "When you're working with the likes of executive producers Ridley Scott and Tony Scott, the production values don't get any higher. And the **Call of Duty** community deserves nothing less. We want to give people new ways to connect with the game they love. That's what **Call of Duty ELITE** is about, and Friday Night Fights is just the beginning."

Friday Night Fights will premiere this Friday, November 25th at noon PST on **Call of Duty ELITE** as part of ELITE's program guide, which is available to premium members. Following each initial broadcast, Friday Night Fights will be available for replay via streaming. Users can register for **Call of Duty ELITE** by going to www.callofduty.com/elite.

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.

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