



## Call of Duty: Advanced Warfare Live-Action "Discover Your Power" Trailer Debuts Tonight

*Activision's Discover Your Power Spot Demonstrates How Power Changes Everything*

*Director Peter Berg Leads Trailer Featuring Taylor Kitsch and Emily Ratajkowski*

*Special Early Access Day Zero Edition Available to Fans Worldwide November 3*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- **Call of Duty®: Advanced Warfare** is days from hitting retail shelves. With less than a week to go for one of the most anticipated entertainment launches of the year, Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: [ATVI](#)), today kicks things into high gear with the release of the new **Call of Duty: Advanced Warfare** live-action trailer helmed by director Peter Berg of Pony Show Entertainment and featuring Taylor Kitsch (Lone Survivor) and Emily Ratajkowski (Gone Girl). The intense :90 second high-octane piece, titled "Discover Your Power," and featuring the hit single "Salute Your Solution" by The Raconteurs, will debut on network television in the U.S. tonight on Thursday Night Football and will rollout worldwide across high-profile telecasts.

"Every year the launch of *Call of Duty®* is more than just another product launch; it's a cultural event that draws millions of people together from all over the world. And this year, Sledgehammer Games has created a title that's bringing an all-new experience to the franchise," said Tim Ellis, CMO, Activision Publishing, Inc. "Our goal is to match that innovative approach with one of the most dynamic and far-reaching launch campaigns we've ever deployed. 'Discover Your Power' personifies the new ways that players can become the center of their own epic action experience in **Call of Duty: Advanced Warfare**, with greater capabilities than ever before."

**Call of Duty: Advanced Warfare** launches worldwide November 4. Anyone who purchases a physical or digital Day Zero version of the game, for the first time ever, can start playing as much as a day early, on Day Zero, Monday, November 3\*. Beyond the special early access to the game, the Day Zero Edition also comes with two custom weapons: the AK-12G Assault Rifle and Crossbow-B2, as well as Double XP on November 3. Additional offers may be available at retailer partners worldwide. Check with local retail outlets for further information.

Activision will put its full support behind the game through an expansive TV, digital and outdoor advertising campaign that will run around the globe with support from media agencies OMD and MEC.

Promotional partners in North America include Xbox, Mountain Dew and Doritos, as well as retail partners Amazon, Best Buy, GameStop, Target and Wal-Mart. Throughout the campaign, Activision has worked with LA / Amsterdam based agency 72andSunny on overall creative direction and Ant Farm on a series of heart-pounding gameplay trailers that have been viewed in the millions.

**Call of Duty: Advanced Warfare** will be available on Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation®4 computer entertainment system, Xbox 360 games and entertainment system from Microsoft, PlayStation®3 computer entertainment system and PC. **Call of Duty: Advanced Warfare** is rated "M" (Mature - Blood and Gore, Drug Reference, Intense Violence and Strong Language - content suitable for persons ages 18 and older) by the ESRB. More information on **Call of Duty: Advanced Warfare** can be found at <http://www.callofduty.com/advancedwarfare> or on [www.facebook.com/callofduty](http://www.facebook.com/callofduty). Fans can also 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](http://www.callofduty.com/dayzero) for more information.*

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

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves Activision Publishing, Inc.'s expectations, plans, intentions or strategies regarding the future, including with respect to the release of **Call of Duty: Advanced Warfare**, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors

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