

The following press release has been issued today revealing that hit video game Modern Warfare 3 has nabbed Avatar's record of being the the fastest-selling piece of entertainment, reaching the \$1 billion mark in only 16 days. The full details are all below, but just to put it into context for you, the video game sold 6.5 million copies during its first 24 hours on sale in North America and the UK alone. Do you think any of the 2012 comic book movies will beat this financial milestone? Santa Monica, CA- December 12, 2011 – Activision Publishing, Inc., a wholly-owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), announced today that Call of Duty®: Modern Warfare™ 3 crossed the \$1 billion mark in sales since its launch on November 8, 2011, according to Chartrack and retail customer sell-through information. Highlighting the trend of interactive entertainment gaining a greater hold of audiences worldwide,

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