

Contact: Dianna Gutierrez  
Stellantis

Todd Goyer  
Stellantis

John Rafacz  
Activision Publishing, Inc.  
310.496.2000 (x5207) (office)  
[john.rafacz@activision.com](mailto:john.rafacz@activision.com)

## **Jeep® Brand Partners With Activision Publishing, Inc. on Call of Duty®: Black Ops**

### ***Introduces Limited-edition 2011 Jeep Wrangler Call of Duty: Black Ops Edition***

- Jeep® Brand named exclusive automotive partner by Activision Publishing, Inc. for new Call of Duty: Black Ops
- New 2011 Jeep Wrangler and Wrangler Call of Duty: Black Ops Edition to arrive in Jeep dealerships in November
- 2011 Jeep Wrangler Call of Duty: Black Ops Edition comes standard with aggressive 32-inch tires, unique military style and Call of Duty graphics
- All 2011 Jeep Wrangler and Wrangler Unlimited models feature all-new interior; Sahara models boast premium appearance with new body-color hard top

October 18, 2010, Auburn Hills, Mich. -

The Jeep® brand today announced it has been named exclusive automotive partner by Activision Publishing, Inc.

(Nasdaq: ATVI) for Call of Duty®: Black Ops, the year's most anticipated entertainment launch, which will be released on November 9.

In conjunction with the partnership, the Jeep brand also announced that it will produce a limited-edition 2011 Jeep Wrangler Call of Duty: Black Ops Edition. Available in Jeep showrooms next month, the new limited-edition Jeep Wrangler will be available at a U.S. manufacturer's suggested retail price (MSRP) of \$30,625 for the two-door model and \$33,500 for the four-door (Jeep Wrangler Unlimited) model. Both prices include \$750 destination.

"The Jeep brand's partnership with Activision marries the world's most capable and iconic vehicle - the Jeep Wrangler - with one of the world's most popular entertainment experiences," said Mike Manley, President and CEO - Jeep Brand, Chrysler Group LLC. "As a result, we are able to expose the Jeep brand and its legendary capability to an entirely new group of consumers."

"This is a dynamic and fully integrated partnership that brings together two iconic brands across a full array of consumer touch-points," stated Brad Jakeman, Chief Marketing Officer, Activision Publishing, Inc. "From the beginning our teams worked together to make this a truly creative partnership that added to the consumer experience of both the Jeep and Call of Duty: Black Ops brands."

The 2011 Jeep Wrangler and Wrangler Unlimited Call of Duty: Black Ops Edition is based on the Jeep Wrangler Rubicon model and features dark Rubicon wheels in a high-gloss Mineral Gray. The vehicle's exterior color is black and features Call of Duty: Black Ops graphics on the roof and front quarter panels. The vehicle also features taillamp guards and a fuel-filler door from Mopar®. Inspired by Call of Duty: Black Ops, the new limited-edition Wrangler delivers legendary Jeep capability, aggressive 32-inch off-road tires, live axles with locking differentials in the front and rear, and a two-speed transfer case.

The partnership delivers a natural fit including an in-game integration into both the epic single player storyline of Call

of Duty: Black Ops and the title's much anticipated multiplayer experience.

"It was important for us to make sure that the Jeep partnership would be authentic and enhance the setting we immerse our fans in with Black Ops," said Mark Lamia, Studio Head of game developer Treyarch. "Our work with the Jeep team focused around using the Jeep Wrangler in our levels, and gameplay experiences, and translating the style and look of the vehicle in Black Ops to the Jeep on the showroom floor that our fans can own."

### **All-new 2011 Jeep Wrangler**

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an all-new interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of an all-new body color hard top for the popular Sahara model.

New 2011 Jeep Wrangler interior highlights include a redesigned instrument panel and new storage areas with improved ergonomics and upgraded materials. A new lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are now available, and drivers and passengers will enjoy enhanced visibility courtesy of larger rear windows.

All-new steering-wheel controls allow the driver to operate the radio, cruise control, hands-free phone and other vehicle functions while keeping hands on the wheel. A new USB interface connects to storage devices for use with the vehicle's Media Center, which now includes streaming Bluetooth audio. Twelve-volt accessory outlets have been added and a new 110-volt outlet is available to provide power similar to AC outlets in the home.

In line with traditional Jeep design, hex-head bolts are utilized throughout the interior, and are used to mount a "Jeep, Since 1941" inlay onto the new passenger grab handle.

Jeep engineers increased acoustical treatment in the 2011 Wrangler and Wrangler Unlimited, resulting in significantly reduced interior noise.

To provide a more premium appearance, the 2011 Jeep Wrangler and Wrangler Unlimited Sahara models boast an all-new, premium, body-color hard top.

### **Call of Duty: Black Ops**

Call of Duty: Black Ops will be released worldwide on November 9th for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Nintendo Wii™ and Windows PC. Pre-orders for the title are currently available. For additional Call of Duty updates, visit [www.callofduty.com/blackops](http://www.callofduty.com/blackops) and also via Twitter [@JD\\_2020](https://twitter.com/JD_2020).

### **Jeep Brand**

Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America - and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

### **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, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. 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's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and

uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the 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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