



**** FOR IMMEDIATE RELEASE ****

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Boot Campaign “Boot Ride & Rally” to Benefit Activision Blizzard’s Call of Duty Endowment

*Motorcycle ride featuring “Sons of Anarchy” cast and Marcus Luttrell
will honor U.S. veterans and military members*

Los Angeles – The Boot Campaign is proud to announce that its upcoming “Boot Ride: Featuring Stars of ‘Sons of Anarchy’, Honoring Stars of U.S. Military” will benefit Activision Blizzard’s Call of Duty Endowment. The Call of Duty Endowment is a non-profit organization, founded by Bobby Kotick, CEO, Activision Blizzard, Inc., (Nasdaq: ATVI) which seeks to raise awareness for the issue of veterans’ unemployment, and provides grants and resources to organizations that provide job placement assistance and post military career help to veterans returning home.

Sergeant First Class Steve Robinson (Ret.), who serves on the Call of Duty Endowment’s advisory council, expressed his enthusiasm for the event: “The Boot Ride is going to be a terrific way for individuals to help show their support for our military members and veterans returning home. The Boot Campaign and “Sons of Anarchy” cast should be applauded for stepping up to help our vets and we are extremely grateful for their support of Activision’s Call of Duty Endowment.”

The Boot Ride will be held Sunday, August 28th in Los Angeles, Calif. The Boot Ride is a 65-mile round trip motorcycle ride leaving from the Happy Ending Bar & Restaurant. Following the ride, the restaurant will host a rally. This event is not only to show support and raise awareness for the needs of returning combat soldiers and their families, but to also raise funds for the Call of Duty Endowment’s mission of helping vets get the educational services and job placement assistance they deserve.

Those interested in attending either the motorcycle ride or the rally are encouraged to visit www.BootRide.com to register.

About Call of Duty Endowment

The Call of Duty Endowment is a non-profit, public benefit corporation created by Activision Blizzard. The organization seeks to help veterans transitioning to civilian life find work and establish careers and to assist organizations that provide job training and placement. For more information about The Call of Duty Endowment, please visit www.callofdutyendowment.org.

About Boot Campaign

The Boot Campaign is a grassroots military appreciation and veteran awareness campaign started by five women from Texas, known as the Boot Girls. The Boot Girls launched the Boot Campaign in 2009 to spread awareness of the needs of military personnel returning home from combat and express gratitude to current military. Through the sale of military combat boots, The Boot Campaign donates proceeds to a group of partner veteran's charities that work with soldiers healing from a variety of physical and emotional combat wounds, embodying the campaign motto that "When They Come Back, We Give Back". More information about the campaign and sponsorship opportunities can be found at www.BootCampaign.com.

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