

From: Griffith, Mike
To: Kotick, Bobby
Sent: 5/29/2009 8:21:34 PM
Subject: Re: E3 press conference

As soon as I get that gold master...

----- Original Message -----

From: Kotick, Bobby
To: Griffith, Mike
Sent: Fri May 29 20:05:10 2009
Subject: Re: E3 press conference

If they really did I would change their locks and lock them out of their building.

----- Original Message -----

From: Griffith, Mike
To: Kotick, Bobby
Sent: Fri May 29 19:58:38 2009
Subject: Re: E3 press conference

They hung up on me.

----- Original Message -----

From: Kotick, Bobby
To: Griffith, Mike
Sent: Fri May 29 19:44:51 2009
Subject: Re: E3 press conference

Okay. They will do it if you tell them.

----- Original Message -----

From: Griffith, Mike
To: Kotick, Bobby
Cc: Johnson, Cuddy
Sent: Fri May 29 19:43:33 2009
Subject: Re: E3 press conference

Ok. I talked strategy with Rob and he is talking with them now. Depending on outcome I will engage vince and jason.

----- Original Message -----

From: Kotick, Bobby
To: Griffith, Mike
Sent: Fri May 29 19:39:26 2009
Subject: Re: E3 press conference

I'm at Emilys birthday right now, be finished in an hour. Ill call you then.

FYI, They told me they would have a ten minute live demo for me for investor presentation if I wanted it.

----- Original Message -----

From: Griffith, Mike
To: Kotick, Bobby; Johnson, Cuddy
Sent: Fri May 29 19:26:32 2009
Subject: Re: E3 press conference

Call me on my cell. I'm told they need 17 mins so this is bs.

----- Original Message -----

From: Kotick, Bobby



To: Kostich, Rob; Griffith, Mike; Johnson, Cobby
Sent: Fri May 29 19:11:27 2009
Subject: RE: E3 press conference

What can they get it down to?

-----Original Message-----

From: Kostich, Rob
Sent: Friday, May 29, 2009 7:06 PM
To: Griffith, Mike; Kotick, Bobby; Johnson, Cobby
Subject: E3 press conference

All,

Sorry all, but we have a situation. Just spoke to vince and jason. They said they cannot get the build down to the 8min timeline to show live gameplay in time for monday. Note that at the rehearsal they only plugged it in for 30 seconds today to check sound as it was not done. Live demo is a component of the deal which is now officially signed.

Msft will go ballistic over this and the deal is seriously risked. Iw still wants the deal and offered the following:

- show video (msft does not value this as already in the market)
- make dlc announcement (fine)
- make good of first multi-player video exclusive to iw and xbox live (post e3)...ok but doesn't help e3 gap

More than happy to discuss details at any time.

I think we have one shot to go to msft at a very senior level. Please let me know how you want to approach.

310- [REDACTED].