



Call of Duty®: Black Ops Escalation Coming First to Xbox LIVE® May 3

New Content Pack Follows Record Setting DLC Launch; Worldwide Invasion in 22 Days

SANTA MONICA, Calif., April 11, 2011 /PRNewswire/ -- The global phenomenon that is **Call of Duty®: Black Ops**, which has set video game and entertainment records, is poised to raise the stakes on May 3rd with the release of its second content pack **Call of Duty®: Black Ops Escalation**. **Call of Duty: Black Ops** continues to attract millions of gamers around the world online, logging more than 2 billion hours played and counting. The game's debut content pack, **First Strike**, shattered Xbox LIVE® launch records upon its release in February when it surpassed 1.4 million downloads in the first 24 hours alone. The follow up content pack, **Escalation**, will launch first on Xbox LIVE and features four all-new multiplayer maps, and a Zombies experience like none before it

"In crafting the **Escalation** multiplayer maps — Zoo, Convoy, Hotel and Stockpile — the team developed them to be distinct experiences in their own right, giving players the variety they crave in both setting and gameplay," said Treyarch Studio Head, Mark Lamia. "And I don't want to spoil any surprises for Zombies fans, but **Call of the Dead** takes it to a whole new level."

Developed by Treyarch and published by [Activision Publishing, Inc.](http://www.activisionpublishing.com) (NASDAQ: ATVI), **Call of Duty: Black Ops** is rated "M" (Mature) by the ESRB for Blood and Gore, Intense Violence and Strong Language. For additional **Call of Duty** updates, visit www.callofduty.com/blackops and also via Twitter @Treyarch.

Additionally, to celebrate the upcoming release of **Escalation**, Treyarch will host a Double XP weekend beginning Friday, May 6th.

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