



Call of Duty®: Black Ops Launches Worldwide

Most Anticipated Title of the Year has Arrived

SANTA MONICA, Calif., Nov. 9, 2010 /PRNewswire/ -- The most anticipated launch of the year is here, as Activision Publishing, Inc. (Nasdaq: ATVI) announced today that **Call of Duty®: Black Ops**, which was developed by Treyarch, is now available at retail stores worldwide. **Call of Duty: Black Ops** takes players around the globe, behind enemy lines, in the deepest and most intense *Call of Duty®* experience ever. The title raises the bar for online gameplay with an arsenal of features, including unprecedented player customization fueled by an all-new in-game currency system, new Wager Match gameplay modes, Theater video recording capabilities to capture favorite gameplay experiences, Combat Training and more. The **Call of Duty: Black Ops**' launch follows a record-setting number of midnight openings worldwide, as thousands of retail outlets opened their doors at midnight to deliver the first copies.

"From the beginning, we focused our entire studio on creating the most immersive *Call of Duty* experience ever," said Treyarch Studio Head Mark Lamia. "Treyarch wanted to give *Call of Duty* fans the ultimate entertainment package this year. *Black Ops* delivers an epic and cinematic single player experience, an incredibly deep multiplayer offering, and endless hours of co-op fun with Zombies."

The title's launch culminates a record-setting campaign, as anticipation for **Call of Duty: Black Ops** has continued to soar surpassing previous pre-order records. "We set a new record with reservations on **Call of Duty: Black Ops** with more than any other title in GameStop's history," stated GameStop senior vice president of merchandising, Bob McKenzie.

For the first time in the blockbuster series' history, **Call of Duty: Black Ops** brings players the immersive action in 3D. The title supports stereoscopic 3D via active shutter 3D glasses, delivering cinematically-intense, high-definition graphics set against a vivid audio backdrop in 5.1 surround sound, pulling players into the action like never before.

Rated "M" (Mature — Blood, Drug Reference, Intense Violence and Language) by the ESRB, **Call of Duty: Black Ops** is available on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Nintendo Wii™ and Windows PC. A version for Nintendo DS is available, from developer Space also titled **Call of Duty: Black Ops** and is rated "T" for Teen.

Collector's editions are also available for the Xbox 360 and PlayStation 3. **The Call of Duty: Black Ops Prestige Edition** features the RC-XD Surveillance Vehicle, delivering a fully-functioning remote camera that transmits both TFT color video and audio to its operator with a range of up to 200 feet. **The Call of Duty: Black Ops Hardened Edition** features a custom *Black Ops* limited edition medal, exclusive Avatar outfit as well as four playable zombie cooperative maps.

Call of Duty: Black Ops for Windows PC is NVIDIA® 3D Vision®-Ready and supports stereoscopic 3D gaming using 3D Vision active-shutter glasses and NVIDIA GeForce GPUs. For more information, go to www.nvidia.com/get3D. For Xbox 360 and PlayStation 3 system consoles, 3D features require a compatible 3D-ready HD TV. See www.callofduty.com/3d for more information.

For additional Call of Duty updates, visit www.callofduty.com/blackops and also via Twitter @JD_2020.

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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.

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