



Call of Duty®: Black Ops II Pushes the Boundaries of the Call of Duty® Franchise

Near Future Setting, Branching Storylines, Advanced Weaponry and New Graphics Technology Combine to Deliver the Most Ambitious Call of Duty to Date
THE FUTURE IS BLACK™ on November 13, 2012

SANTA MONICA, Calif., May 2, 2012 /PRNewswire/ -- *Call of Duty®: Black Ops II* delivers the most groundbreaking and visceral *Call of Duty®* experience ever. Set in the year 2025, *Call of Duty: Black Ops II* propels players into global conflict featuring advanced weaponry, robotics, and drone warfare in a new Cold War scenario whose seeds are being sown in today's headlines. New graphics technology drives the stunning cinematic action of the single-player campaign's branching storylines and non-linear missions.

"Hands down, this is the most ambitious *Call of Duty* ever," said Eric Hirshberg, CEO of Activision Publishing. "We are bringing disruptive innovation to the franchise and we are doing it on several fronts. We're pushing the boundaries technologically, graphically, and from a narrative and gameplay perspective. At the same time, we need to stay true to the epic realism, authenticity, heart pumping adrenaline, and cinematic action that so many people love and expect from a *Call of Duty* game. Treyarch's vision for *Call of Duty: Black Ops II* will redefine the *Call of Duty* franchise for the future--both literally and figuratively."

"With *Call of Duty: Black Ops II*, the team is crafting an experience that *Call of Duty* fans have never seen before," said Mark Lamia, Studio Head for Treyarch. "We are challenging assumptions on every front, with the single player campaign, Zombies and multiplayer. In the campaign, we are creating a thought-provoking story that introduces branching storylines and meaningful choices that impact the narrative. Running in the multiplayer engine for the first time, Zombies gives players a bigger and more diverse set of gameplay experiences, as well as entirely new ways to wage war with the undead. And in multiplayer, we're embracing all skill levels and play styles to give players more ways to engage. With *Call of Duty: Black Ops II*, we're all in and we won't rest until we've launched nothing less than the best *Call of Duty* we've ever made."

On November 13th award-winning developer Treyarch and Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), will deploy the sequel to the universally acclaimed *Call of Duty®: Black Ops*, which following its launch in 2010 set the record for the biggest entertainment launch in history. *Call of Duty: Black Ops II* has not yet been rated. For more information, visit www.callofduty.com/blackops or follow *Call of Duty: Black Ops II* on www.facebook.com/codblackops and on Twitter at #BlackOps2.

About Treyarch

Treyarch is an industry-leading game developer, wholly owned by Activision Publishing, Inc. whose previous game *Call of Duty: Black Ops* set an entertainment launch opening record upon its release in 2010 and continues to be one of the best-selling games of all time, according to NPD and GfK Chart-Track.

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, Russia, Japan, 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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