



Call of Duty(R) 4: Modern Warfare(TM) Now Available

Infinity Ward's Highly-Anticipated Thriller Deploys to Retail

SANTA MONICA, Calif., Nov 06, 2007 (BUSINESS WIRE) -- Starting today gamers can enlist in Activision, Inc.'s (Nasdaq:ATVI) Call of Duty(R) 4: Modern Warfare(TM), a gripping modern-day action-thriller that deploys them into heart-stopping battles across the world's most treacherous hotspots. Developed by Infinity Ward, the game is now available at retail outlets nationwide and delivers unprecedented high-definition graphics, piercing 5.1 surround sound and a dynamic community-oriented multiplayer experience.

"We've set out to create the most intense, visceral experience in Call of Duty 4," said Infinity Ward Studio Head Grant Collier. "From the beginning, our team has been focused on pulling players into an unfolding, well-paced and relentless action experience that includes: fast-roping from attack helicopters in the dead of night; utilizing a camouflage Ghillie suit as you inch behind enemy lines; or being immersed in fun, competitive action in multiplayer that enables gamers to create classes, unlock new abilities and taunt opponents as they level up."

Featuring a tense storyline, filled with plot twists, the title thrusts players into battle like never before. With amazing special effects, including rim-lighting, depth of field, texture streaming and character self-shadowing, players are enlisted into one of the most photo-realistic gaming experiences imaginable. Famed composer Harry Gregson-Williams, whose credits include Enemy of the State, Man on Fire and Spy Game, directed a soundtrack featuring an original score by Stephen Barton that draws gamers harder and deeper into the epic experience.

The community-oriented Call of Duty 4 multiplayer gameplay features a robust leveling system, a variety of unlockable perks, hot-join and matchmaking, as well as create a class and party capabilities to ensure that players of all skill levels can join in the fun for up to 18-players on Xbox 360 or PLAYSTATION(R)3 computer entertainment system and 32-players on Windows PC. Additionally over 100 challenges and a host of new game environments and modes deliver unlimited possibilities. Infinity Ward has also included Kill-Cam, a fan favorite feature that they created in Call of Duty 2 which allows for spectator instant replays.

Call of Duty 4: Modern Warfare is rated "M" (Mature) by the ESRB for Intense Violence, Strong Language, Blood and Gore and is available now on Xbox 360(TM) and PLAYSTATION(R)3 computer entertainment system for a suggested retail price of \$59.99; the Windows(R) PC version for \$49.99. Also available for Nintendo DS(TM), developed by n-Space, the title is rated "T" (Teen) for Blood and Violence and carries a suggested retail price of \$29.99.

Gamers have the option to enhance the experience with a Limited Collector's Edition for the Xbox 360 and Windows PC. Each Collector's Edition includes a special hardcover book featuring never-before-seen imagery and artwork. The Xbox 360 version carries a suggested retail price of \$69.99 and also features a bonus DVD exploring the British S.A.S. behind-the-scenes footage from developer, Infinity Ward. The Windows PC edition has a suggested retail price of \$59.99 and includes a digital copy of the BradyGAMES Official Strategy Guide.

BradyGames' Call of Duty 4: Modern Warfare Official Strategy Guide is available at electronics, book, and software retailers nationwide, and online at www.bradygames.com.

Call of Duty 4: Modern Warfare press kit assets are available for download at <http://pressroom.activision.com>. Players anxious to answer the call can visit www.charlieoscardelta.com for more information and updates.

About Activision, Inc.

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.5 billion for the fiscal year ended March 31, 2007.

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SOURCE: Activision, Inc.

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