



Treyarch to Launch Free iPhone(TM) App for Call of Duty: World at War

Fans Can Soon Access Stats and News Updates Anytime, Anywhere

SANTA MONICA, Calif., Aug 04, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Marking a first for the Call of Duty (R) franchise and its millions of dedicated fans, Activision Publishing, Inc. (Nasdaq: ATVI) and Call of Duty(R): World at War developer Treyarch, will launch the first iPhone(TM) application as a companion for the blockbuster game today via iTunes(R) for free. The Call of Duty: World at War Companion allows fans who own iPhones to remotely access important news and updates from the palm of their hand. Additionally, players with linked accounts on www.CoDWaW.com (for the Xbox 360(TM) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system from Sony) will be able to see key stats from the game. The application will support unique registered player accounts for Call of Duty: World at War fans by providing:

- Stat-Tracking: Check your rank on key stats like K/D ratio, win/lose record and more.
- Performance Tracking: Gain quick access to all of your weapon usage.
- Link with Friends: Monitor online activity, and the stats of friends with linked accounts on www.CoDWaW.com to compare progress.
- News: Access the latest news/blogs, Treyarch's community Twitter feed (Twitter: JD_2020), as well as the latest on new maps, double XP weekends and contests.

The Call of Duty: World at War iPhone application also will be supported via a robust website (www.CoDWaW.com) providing a wide range of statistics and information for the site's 1.75 million registered members. Members can easily link their web accounts to their in-game statistics and view live multiplayer-based leaderboards and compete against other players for prizes in private community tournaments. In addition, [the](#) site offers daily tips and exclusive information via the Community Blog and provides global statistics allowing players to see how they rank against others worldwide.

According to The NPD Group, Charttrack and Gfk, Call of Duty: World at War has sold more than 11 million units to date worldwide across all platforms. Additionally, Treyarch's first two downloadable map packs have surpassed more than four million paid downloads on both Xbox LIVE and the PlayStation Network (combined), with a third map pack on the way this August.

Call of Duty: World at War is rated "M" (Mature) by the ESRB for Intense Violence, Strong Language, Blood and Gore. For more information and exclusive updates about Call of Duty: World at War, visit www.CoDWaW.com.

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, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, www.activision.com.

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