



Call of Duty®: Black Ops™ Goes Hot on November 9, 2010

Fans to See Sneak Peek Tonight of the Most-Anticipated Entertainment Title of the Year

SANTA MONICA, Calif., April 30, 2010 /PRNewswire via COMTEX News Network/ -- DECLASSIFIED: Prepare for the follow-up to the biggest entertainment launch in history: on November 9th **Call of Duty(R): Black Ops(TM)** will introduce fans to the elite world of Black Ops. Activision Publishing, Inc. (Nasdaq: ATVI) and award-winning developer Treyarch will take players behind enemy lines in an entirely new chapter in the groundbreaking and record-setting, No. 1 first-person action series of all-time.

"We can't wait for our community to experience **Call of Duty: Black Ops**," said Mark Lamia, Studio Head for Treyarch. "We have focused our entire studio on this game, with dedicated multiplayer, single-player and co-op teams creating the most intense, gripping and riveting experience possible for our fans on all fronts."

For more information, visit www.callofduty.com/blackops immediately following the game's appearance on GameTrailers TV on Spike this Friday and also, via Twitter at [JD_2020](https://twitter.com/JD_2020).

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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