Call of Duty®: Black Ops 'First Strike' Game Add-On Coming First to Xbox LIVE February 1

Details Revealed of Record-Setting Title's First Game Add-On Release

SANTA MONICA, Calif., Dec. 21, 2010 /PRNewswire/ -- Prepare for ***Call of Duty®'s*** new online assault. The ***Call of Duty®: Black Ops First Strike*** game add-on will first launch worldwide on Xbox LIVE® February 1. ***Call of Duty: Black Ops First Strike*** represents the first downloadable content expansion for the blockbuster title from Treyarch and Activision Publishing, Inc. (Nasdaq: ATVI).

"We're committed to supporting ***Call of Duty: Black Ops*** fans with continuous updates to the game and exciting new content that will keep our community engaged," said Treyarch Studio Head, Mark Lamia. "We can't wait to deliver ***Call of Duty: Black Ops First Strike*** to our fans, which has four all-new ***Black Ops*** multiplayer maps, and an exciting new Zombie map to be declassified later. "

Call of Duty: Black Ops First Strike features four new multiplayer maps, including *Berlin Wall, Discovery, Stadium* and *Kowloon,* and a new Zombie map called *Ascension*.

For Silver Xbox LIVE members who haven't yet experienced ***Call of Duty: Black Ops*** multiplayer, Xbox LIVE will host a Multiplayer Unlock event running January 28-30th for new fans to join in.

Created by Treyarch and published by Activision, ***Call of Duty: Black Ops*** made entertainment history this November when it shattered theatrical box office, book and video game sales records for five-day opening worldwide sell through in dollars, selling more than $650 million.

Call of Duty: Black Ops is rated "M" (Mature) by the ESRB for Blood and Gore, Intense Violence and Strong Language. For additional ***Call of Duty*** updates, visit www.callofduty.com/blackops and also via Twitter @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, 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.

Call of Duty and Activision are registered trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

Xbox 360 and Windows are either registered trademarks or trademarks of the Microsoft Corporation.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media