



## Call of Duty®: Black Ops 'First Strike' Downloadable Content Now Available on Xbox LIVE

**Five All New Maps Launch Today - Berlin Wall, Stadium, Kowloon, Discovery and the New Zombie Level, Ascension;**

**Activision and Microsoft to Host celebrity "Grudge Match" with Arian Foster and Maurice Jones-Drew on 2/1 for the Launch of "First Strike"**

SANTA MONICA, Calif., Feb. 1, 2011 /PRNewswire/ -- The first new multiplayer downloadable content (DLC) from the record-setting, best-selling blockbuster title **Call of Duty®: Black Ops** is now available worldwide on Xbox LIVE®. Released today by [Activision Publishing, Inc.](#) (Nasdaq: ATVI), Treyarch's **Call of Duty: Black Ops - First Strike** adds five all new action-packed maps that span the globe. "Berlin Wall," a new map surrounding the iconic barrier, gives players access to both sides of Cold War Berlin; "Stadium" delivers plenty of fast-paced, close-quarters combat set in the backdrop of a sports complex; "Discovery" is an abandoned German outpost set along the coast of Antarctica; "Kowloon" spans the tiered levels of high-rises and rooftops of Kowloon City, Hong Kong. "First Strike" also features an all new experience for the fan-favorite Zombies mode. The new level, "Ascension" pits players against hoards of vicious, perk-stealing zombie monkeys, flesh-eating Soviet Zombies and more in a trap-filled, Cold War era cosmodrome.

The **Call of Duty: Black Ops - First Strike** DLC is available first on Xbox LIVE® Marketplace for the Xbox 360® video game and entertainment system from Microsoft for 1,200 Microsoft Points. To celebrate the launch of **Call of Duty: Black Ops - First Strike**, Activision, Treyarch and Microsoft today are hosting a "Grudge Match" on Xbox LIVE for ultimate bragging rights. Football superstars Arian Foster of the Houston Texans and Maurice Jones-Drew of the Jacksonville Jaguars will lead teams featuring Treyarch studio members, online personalities and **Black Ops** fans in the head-to-head match-up on Xbox LIVE.

"Our fans mean everything to us," said Mark Lamia, Studio Head, Treyarch, "so we are thrilled to be able to provide the **Black Ops** community with exciting new gameplay that will extend their multiplayer and Zombies experiences. The team has given it their all, as we crafted the maps in "First Strike" while taking into account our community to make sure that this content delivers compelling and unique experiences that will appeal to all different play styles."

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](http://www.callofduty.com/blackops) and also via Twitter [@Treyarch](#).

### **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](http://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