



Kanye West Headlining Call of Duty® XP

Hip-Hop Icon To Perform In Front of Thousands Closing Night

SANTA MONICA, Calif., Aug. 24, 2011 /PRNewswire/ -- In his first public performance since the release of his fifth #1 album, the global smash "Watch the Throne," Kanye West is set to close **Call of Duty® XP**, the only full-immersion fan experience for **Call of Duty®** gamers. West will take the stage at 8PM on Saturday, September 3rd, capping an impressive roster of firsts for casual and hardcore **Call of Duty** fans alike, including the world premiere of **Call of Duty®: Modern Warfare® 3** multiplayer, the first public hands-on with the title, the finals of the Call of Duty® \$1 Million tournament sponsored by Xbox 360®, **Call of Duty**-inspired live action-experiences and much more. **Call of Duty XP** takes place September 2nd and 3rd, 2011, in Los Angeles, California.

"We're pulling out all the stops," said Eric Hirshberg, CEO of Activision Publishing. "We promised our attendees and fans around the world a once-in-a-lifetime experience for the first **Call of Duty XP**, so we're thrilled to have Kanye on board. Everything about XP will be as epic as the games themselves. Whether you're competing for one of the open slots in the \$1 million tournament, playing **Modern Warfare 3** for the first time, dodging paintballs in a spectacular life-size recreation of **Modern Warfare 2's** Scrapyard level or just mingling with developers and fellow gamers, **Call of Duty XP** is a celebration of one of the greatest games in the world. So what better way to top it off with one of the greatest artists in the world?"

Call of Duty XP will take place at the Call of Duty compound in Playa Vista, located at 5600 Campus Center Dr., Los Angeles, Calif., 90094. [Activision Publishing, Inc.](http://www.activision.com) (Nasdaq: ATVI) will donate 100% of the sales to The Call of Duty Endowment, a non-profit, public benefit corporation that seeks to help returning soldiers transition back to civilian life, find work and establish careers. For more information about **Call of Duty XP**, please visit www.callofduty.com/xp.

About Activision Publishing

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

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