



Call of Duty®: World at War Map Pack 1 Exceeds One Million Downloads in First Weekend of Availability

SANTA MONICA, Calif., March 31, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Armies of Call of Duty(R) fans have heeded the call and responded with more than one million downloads of the Call of Duty(R): World at War Map Pack 1 from Activision Publishing, Inc. (Nasdaq: ATVI) and developer Treyarch, during its first weekend of availability (March 19-22) on Xbox LIVE and the PlayStation Network.

"I'm proud that the team at Treyarch delivered an experience that so many people are enjoying," said Mark Lamia, Studio Head for Treyarch. "We're excited that the success of Call of Duty: World at War Map Pack 1 will continue to drive the popularity of the game's Nazi Zombie mode, competitive multiplayer and chart-breaking success online."

"The success of Call of Duty: World at War Map Pack 1 speaks to Treyarch and Activision's ability to provide fans with quality content during a time when people want to get the most out of their Call of Duty experience," said Maria Stipp, Activision's Executive Vice President and General Manager of Owned Properties.

The map pack contains four maps (Nightfire, Station, Knee Deep and Verruckt) and is available on Xbox LIVE(R) Marketplace for the Xbox 360 video game and entertainment system from Microsoft for 800 Microsoft Points and on the PlayStation(R)Store for the PLAYSTATION 3 computer entertainment system for \$9.99. 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.callofduty.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, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, www.activision.com.

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