



## Call of Duty®: Black Ops Escalation Now Available on Xbox LIVE

### New Blockbuster Map Pack Raises the Bar with Five New Maps, an All-Star Cast, and an All-New Zombie Music Track from Avenged Sevenfold

SANTA MONICA, Calif., May 3, 2011 /PRNewswire/ -- **Call of Duty: Black Ops** is set for a second strike on Xbox LIVE® online entertainment network with **Call of Duty®: Black Ops Escalation**, the newest content pack, now available for download worldwide.

With 2 billion hours played and counting, **Call of Duty: Black Ops** consistently draws millions of gamers around the world online every day. **Escalation's** four new multiplayer maps and unprecedented Zombie experience, featuring famed director George A. Romero, Robert Englund, Sarah Michelle Gellar, Michael Rooker and Danny Trejo, and an original music track from Avenged Sevenfold titled "*Not Ready to Die*," will continue this global phenomenon.

The **Escalation** content pack's new multiplayer maps include:

- "Hotel," where players battle it out on the roof of a Cuban luxury hotel and casino against the vivid backdrop of old Havana
- "Convoy," which delivers intense, close-quarters combat at the scene of an ambushed U.S. military convoy
- "Zoo," which sets gamers on an eerie ride through an abandoned Soviet Russian Zoo with danger at every turn
- "Stockpile," which pits players in a remote Russian farm town, housing secret WMD facilities
- "*Call of the Dead*," **Escalation's** Zombie experience that assembles a zombie-carnage dream team to fight against a new and undefeatable zombie horde menace, all set in the dark, ice-covered isles of Siberia.

"We took the community's feedback to heart, and the result is five of the most creative and varied maps we have ever made," said Treyarch Studio Head, Mark Lamia. "'*Call of the Dead*' is an homage to the great horror films that have inspired the team and represents a deep commitment to our Zombie fans. Being able to collaborate with such talented artists and musicians was an absolute honor and thrill for everyone involved. We think the fans are going to go crazy over it!"

"We're all huge fans of each other's work and have been talking with Mark and his team at Treyarch about creating something special," said Avenged Sevenfold's M. Shadows. "So when the opportunity came together to do '*Not Ready to Die*,' it was a natural fit. We're stoked to be part of '*Call of the Dead*'."

The **Call of Duty: Black Ops Escalation** pack 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 Escalation**, Activision and Treyarch today are hosting a "Grudge Match" on Xbox LIVE at Treyarch for ultimate *Call of Duty* bragging rights. Basketball superstars Deron Williams of the New Jersey Nets and Tyreke Evans of the Sacramento Kings will lead teams in a head-to-head match-up featuring members of the Treyarch development team and **Call of Duty: Black Ops** fans.

Developed by Treyarch and published by [Activision Publishing, Inc.](#) (NASDAQ: ATVI), **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 and information, visit us on the web at [www.callofduty.com/blackops](http://www.callofduty.com/blackops), [www.facebook.com/codblackops](http://www.facebook.com/codblackops), and also via Twitter @Treyarch. Treyarch will host a Double XP weekend beginning Friday, May 6th.

"Not Ready to Die," the new single by Avenged Sevenfold, is now available for download on the iTunes store : <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=433328681>.

#### **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, Xbox 360, Xbox LIVE are registered trademarks of the Microsoft Corporation.

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media