



Call of Duty®: Black Ops Annihilation Content Pack Coming First to Xbox Live® June 28

New Content Pack for Global Phenomenon Call of Duty: Black Ops To Hit in 12 Days

SANTA MONICA, Calif., June 16, 2011 /PRNewswire/ -- **Call of Duty®: Black Ops**, the best selling game ever on the Xbox 360, is ready to blow fans away with the worldwide release of its third content pack on June 28th: **Call of Duty®: Black Ops Annihilation**. **Black Ops** continues to draw millions of gamers online globally, logging billions of gameplay hours since its launch in November. Fueled by the breakthrough *First Strike* and *Escalation* content packs, the blockbuster title is also already the highest selling add-on content in Xbox LIVE history, according to Microsoft. In fact, more gamers play Call of Duty on Xbox LIVE than on any other platform. The newest offering, **Annihilation**, will launch first on Xbox LIVE and features four new multiplayer maps and a Zombie experience that's sure to keep gamers coming back for more.

"With **Annihilation**, **Black Ops** fans will get four exciting and unique multiplayer settings with *Hangar 18*, *Drive-In*, *Silo* and *Hazard*," said Treyarch Studio Head, Mark Lamia. "Players will also enjoy an all-new Zombies experience, *Shangri-La*, an exotic and mysterious map filled with deadly traps, dark secrets and innovative gameplay that will challenge even the most daring Zombie hunters."

Developed by Treyarch and published by [Activision Publishing, Inc.](http://www.activision.com) (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, visit www.callofduty.com/blackops and also via Twitter @Treyarch.

Additionally, to celebrate the upcoming release of **Call of Duty®: Black Ops Annihilation**, Treyarch will host a Double XP weekend beginning Friday, July 1st.

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.

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