



Armor Up: Call of Duty® Elite Invite-Only Beta Starts Now

Online Service for the Call of Duty Community Opens Worldwide Xbox 360® Beta on Call of Duty®: Black Ops

SANTA MONICA, Calif., July 14, 2011 /PRNewswire/ -- **Call of Duty® Elite** beta is live. The pre-release of this innovative new digital community platform, built expressly for the 30-million strong **Call of Duty®** fanbase, begins its staged launch today on Xbox 360® and Xbox LIVE utilizing **Call of Duty®: Black Ops**. The beta will be activated in phases for feature testing, with limited invitations rolling out in the coming weeks.

Call of Duty Elite will officially debut this fall as an integral part of Activision Publishing, Inc.'s hotly anticipated release, **Call of Duty®: Modern Warfare® 3**, on November 8th. The 2.8 million **Call of Duty** gamers who have already registered to participate will now have the opportunity to connect, compete and improve in this evolution of the **Call of Duty** multi-player experience.

"**Call of Duty Elite** is all about connecting our amazing fans around the globe in ways never before possible and we are excited to get their feedback so they can help us further develop, tune and test the service, as we head into our launch in November with **Modern Warfare 3**," says Chacko Sonny, Studio Head, Beachhead Studio. "A public beta with the massive **Call of Duty** community is the best way to generate the scale we need for end-to-end testing. While **Call of Duty Elite** will continue to evolve post-launch, we want to deliver the most polished, complete and rigorously tested service possible on day one. We're looking to get as many participants in the beta as possible, so we ask that fans stay patient as we ramp up in the coming weeks."

Call of Duty Elite will super charge the **Call of Duty** experience in three key ways:

Connect: **Call of Duty Elite** gives players unprecedented control over their multiplayer experience. This is a true social gaming platform. Players can compete against friends, gamers of similar skill levels or interests, join groups and clans, and play in organized competitions. They can also track the performance, progress and activity of their personal network, both in the game itself as well as via custom mobile apps for iPhone, iPad and Android smart phones, tablets and on the web.

Compete: **Call of Duty Elite** hosts events and competitions for players of all skill levels on a regular basis; both in-game and real-world prizes will be awarded across the **Call of Duty Elite** player roster when the service goes live on November 8th.

Improve: **Call of Duty Elite** is ground zero for anyone who wants to improve their in-game skills. It dynamically tracks player statistics and performance down to the finest detail. It can show gamers how they compare to their friends or other players community-wide. The user-friendly tools and data will give gamers the insights they need to up their kill/death ratio in no time.

The **Call of Duty Elite** beta will test select features and functionality, including stat tracking, the use of custom player groups, competitive events and video sharing. A major upgrade of new features will come to **Call of Duty Elite** at its official launch this November.

When it launches, **Call of Duty Elite** will offer fans an unrivaled experience by providing "always-on," universal communication between the service and the game. Players will be able to access the service anywhere, anytime via mobile, tablet, web or inside the console game itself. As they do, they will see how **Call of Duty Elite** brings their **Call of Duty** experience to life like never before. Schedule a match with friends on the fly, change a weapon load-out or research a new gameplay strategy from your desk at work, the train ride home, or anywhere else, and have it ready and waiting for you in-game when you get home and play.

Call of Duty Elite will also offer members exclusive, all-new entertainment programs created by top Hollywood talent, exclusively for the **Call of Duty** community. More information on this content to come soon.

Premium members of **Call of Duty Elite** will also receive all downloadable content for the new blockbuster title **Call of Duty: Modern Warfare 3**. From all-new maps to themed content, if it's downloadable content, **Call of Duty Elite** members will get it.

Plus, when the new service rolls-out with **Call of Duty: Modern Warfare 3**, players will be able to enjoy a level of unprecedented clan support. With a focus on competition, imagine players finally being able to create their own personal experience just like a fantasy football or baseball league in **Call of Duty** that includes anyone and everyone from close friends to new contacts, who simply share similar gaming abilities.

To register for the beta, go to www.callofduty.com/elite. For additional **Call of Duty Elite** updates and information, including the PlayStation® 3 beta launch to follow at a later date, visit www.facebook.com/callofdutyelite, and also via Twitter [@CallofDutyElite](https://twitter.com/CallofDutyElite).

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