



Call of Duty®: Modern Warfare® 3 Strikes November 8, 2011

Year's Most Anticipated Entertainment Launch Stages World Wide Invasion

SANTA MONICA, Calif., May 24, 2011 /PRNewswire/ -- Global warfare is raging and the battle will begin on November 8 when the cultural phenomenon **Modern Warfare®** returns with the worldwide release of **Call of Duty®: Modern Warfare® 3**.

Call of Duty: Modern Warfare 3 is the newest installment in [Activision Publishing, Inc.](#)'s (Nasdaq: ATVI) #1 first person action series and is being developed by Infinity Ward and Sledgehammer Games.

"**Call of Duty: Modern Warfare 3** is by far the most epic *Call of Duty* experience yet. The teams at Infinity Ward and Sledgehammer Games have worked tirelessly to create for the *Call of Duty* player a scale that is unimaginable with a level of polish and creativity that will push the genre forward," said Eric Hirshberg, CEO of Activision Publishing, Inc. "The passion and energy of our developers is reflected in everything about the title. From the innovative gameplay, to the cinematic intensity, to the most advanced multiplayer ever, **Modern Warfare 3** will raise the bar for this already incredible franchise."

This game is not yet rated. For more information, 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, 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.

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