



Call of Duty®: Black Ops 'First Strike' Downloadable Content Now Available on PlayStation®3

SANTA MONICA, Calif., March 3, 2011 /PRNewswire/ -- **Call of Duty: Black Ops First Strike**, the first map pack for **Call of Duty: Black Ops**, the #1 best-selling PlayStation 3 title ever (according to NPD, ChartTrack and GfK), is now available worldwide for the PlayStation®3 computer entertainment system via the PlayStation®Network. Released today by [Activision Publishing, Inc.](#) (Nasdaq: ATVI), Treyarch's **Call of Duty: Black Ops First Strike** adds five all new intense maps spanning the globe.

"Berlin Wall" enlists players across both sides of Cold War Berlin; "Stadium" delivers fast-paced, close-quarters combat within the backdrop of a sports complex; "Discovery" features an abandoned German outpost set along the coast of Antarctica; "Kowloon" pits players onto the tiered levels of high-rises and rooftops of Kowloon City, Hong Kong. And for Zombie fans the world over, **Call of Duty: Black Ops First Strike** also features an all new Zombie experience. The new level, "Ascension," pits players against hordes of vicious, perk-stealing zombie monkeys, flesh-eating Soviet Zombies and more in a trap-filled, Cold War era cosmodrome.

"The **First Strike** map pack significantly expands the intense experience for the millions of fans enjoying *Call of Duty: Black Ops* on the PlayStation®3 every day," said Mark Lamia, Studio Head, Treyarch. "Across each of **First Strike's** multiplayer maps and the newest Zombie level, we have created unique experiences that will appeal to everyone playing online in the PSN *Call of Duty*® community around the world."

Call of Duty: Black Ops is rated "M" (Mature) by the ESRB for Blood and Gore, Intense Violence and Strong Language. Additional information and updates are available through www.callofduty.com/blackops and also via Twitter [@Treyarch](#).

About Activision Publishing, Inc.

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