



Call Of Duty®: Black Ops Brings the Heat With Call of Duty: Black Ops Annihilation Content Pack for PlayStation®3 System and Windows PC

New DLC for Global Phenomenon Call of Duty: Black Ops To Launch in 13 Days

SANTA MONICA, Calif., July 15, 2011 /PRNewswire/ -- **Call of Duty®: Black Ops** is T-minus 13 days away from launching its latest content pack on the PlayStation3 entertainment system and Windows PC with the worldwide release of **Annihilation**, the third DLC for the blockbuster title from Activision and Treyarch.

Call of Duty: Black Ops has shattered sales records and drawn millions of gamers online since its November 2010 launch, with **Black Ops** fans logging billions of gameplay hours to date. **Annihilation** features four new multiplayer maps comprised of a Cuban cliff-side golf course, a 1960s American Drive-In theater and much more. Additionally, the fan-favorite Zombies are back in the mythical paradise of Shangri-La, overrun with a new species of zombie and innovative gameplay surprises around every corner.

"With *Annihilation*, the team at Treyarch and Activision has shown its continued commitment to bringing new and unique content to our fans," said Treyarch Studio Head, Mark Lamia. "Players are getting four of the best multiplayer maps to date with *Hangar 18*, *Drive-In*, *Silo* and *Hazard*. They also get a brand new dose of thrills in *Shangri-La*, our latest Zombies offering, packed with deadly traps and dark secrets buried within the shifting walls of an ancient and mysterious temple."

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.

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