



## **Call of Duty(R): World at War to Release Xbox 360 and Windows PC Multiplayer Betas in October**

### **Newest Edition of the Award-Winning Franchise To Deploy to Retail November 11**

SANTA MONICA, Calif., Sept 04, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Boot camp will soon take on a new meaning, as Activision Publishing, Inc. (Nasdaq: ATVI) and developer Treyarch, have confirmed plans for Call of Duty: World at War multiplayer betas in October for the Xbox 360(R) video game and entertainment system from Microsoft and separately for download on Windows PC. These betas will serve as an early chance for players to practice the tactics needed for survival in the intense chaos of Call of Duty: World at War's Pacific and European theaters. Players will experience the game's new squad system, as well as fan favorite perks and kill streaks.

All preparation for the full battle will commence on November 11, 2008 when Call of Duty: World at War is released to retailers nationwide.

"We are excited to share a sneak peak of Call of Duty: World at War multiplayer with the community," says Mark Lamia, Treyarch Studio Head. "The team has worked hard to build upon the great history and foundation of Call of Duty multiplayer and we can't wait to go online to ramp up for our November launch."

For players who are looking to feel the all-out combat and get tokens for the Call of Duty: World at War Xbox 360 multiplayer beta, they can register at <http://www.callofduty.com> or pre-order the game at any GameStop retail location or online in North America at:

[http://www.gamestop.com/Catalog/ProductDetails.aspx?product\\_id=71812](http://www.gamestop.com/Catalog/ProductDetails.aspx?product_id=71812).

Call of Duty: World at War is in development for the Xbox 360(R) video game and entertainment system from Microsoft, Games for Windows(R), PLAYSTATION(R)3 computer entertainment system, Nintendo(R) Wii(TM) and Nintendo DS. The title has been rated M for Mature for blood and violence by the ESRB. The Nintendo DS version has been rated T for Teen by the ESRB.

For more information and exclusive updates about Call of Duty: World at War, visit <http://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, the Netherlands, Australia, Japan and South Korea. More information about Activision Publishing and its products can be found on the company's website, <http://www.activision.com>.

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