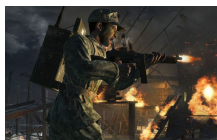


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By: Calin Ciabai, Games Editor



COD 5 screenshot

[Brothers in Arms: Hell's Highway, a "Crappy War Game"](#)

Activision rep starts bashing rivals

If you were ever thinking that game developers don't like other products but theirs, you were probably right, if we are to judge by Activision producer's opinion on the highly anticipated (but not Activision-owned) Brothers in Arms: Hell's Highway. According to him, it is just a crappy war game out of the league. Senior producer Noah Heller was the one who made the declaration during a press meeting, according to website Megagames. When asked to compare Activision's upcoming Call of Duty game with Gearbox's forthcoming title, he said that he doesn't even see Hell's Highway as a competitor, since the developers "are not even in the same league" and they are "someone who's just making a crappy war game". Pretty rough words, we could say. Especially for a game ([Call of Duty: World at War](#)) which was criticized intensely for going back to World War II. However, Heller admitted that they are comparing the forthcoming CoD title with Halo 3 and Gears Of War. We're just wondering why they are not brave enough to compare it with CoD4... Following these offensive declarations, the community manager at Treyarch Studios posted a message on the official Xbox 360 forums: "Over the weekend, we learned that some disparaging comments were made by an Activision rep at a recent Call of Duty: World at War press event. We want to let everyone know that we found those remarks offensive, and they do not in any way represent the feelings of any developer at this studio or at Activision. We hold all of our peers in the development community in the highest regard. We have nothing but respect for the guys and gals at Gearbox. We offer our sincerest apologies to anybody who was offended". So, we're just wondering now: shouldn't people in the same company talk, like within the company, before starting to say rubbish about rival developers?