

Latin American Version of World of Warcraft(®) to Launch on July 25

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IRVINE, Calif. - (BUSINESS WIRE) - Blizzard Entertainment, Inc. today announced that World of Warcraft(®), its award-winning subscription-based massively multiplayer online role-playing game (MMORPG), will be released in Mexico, Chile, and Argentina on Friday, July 25. On that date, players in those countries will be able to purchase localized versions of the game and its expansion, The Burning Crusade(®), as well as 60-day prepaid subscription cards, and begin playing on dedicated realms with the benefit of a Spanish-language customer-support team.

"We're looking forward to welcoming new players to World of Warcraft with the release of the Latin American Spanish version next week," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment(®). "In addition, we're pleased to now be able to offer our existing Spanish-speaking community a fully localized version of the game with dedicated realms and support."

Current players on the North American World of Warcraft realms will have the option to download the Latin American Spanish language pack and transfer characters to the new Latin American realms. For further details, visit www.WorldofWarcraft.com[<http://www.WorldofWarcraft.com>] or www.WorldofWarcraft.com/es[<http://www.WorldofWarcraft.com/es>].

With more than 10 million subscribers, World of Warcraft is the world's most popular MMORPG. The game is currently available in English, French, German, Korean, European Spanish, and simplified and traditional Chinese. In addition to the upcoming Latin American Spanish version, a Russian-language version is in development and scheduled for release later this year.

To keep pace with the continued growth of World of Warcraft and development of other games, Blizzard Entertainment is currently hiring for numerous open positions. More information on available career opportunities, including positions on the US-based Spanish-language team, can be found at www.blizzard.com/jobopp[<http://www.blizzard.com/jobopp>].

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