

WORLD OF WARCRAFT®: WRATH OF THE LICH KING™ UNVEILED

Blizzard Entertainment® reveals new expansion for its popular subscription-based massively multiplayer online role-playing game at BlizzCon™ gaming festival

ANAHEIM, Calif. -- August 3, 2007 -- Blizzard Entertainment, Inc. today announced plans for the second expansion to *World of Warcraft®*, its award-winning massively multiplayer online role-playing game (MMORPG). Unveiled at the company's BlizzCon™ gaming festival before an audience of more than 8,000 gamers, *World of Warcraft: Wrath of the Lich King™* will open the forbidding wasteland of Northrend to exploration by the hardest adventurers. New levels of power, challenging new dungeons and encounters, an exciting new character profession, and the game's first hero class are just some of the new features awaiting players in *Wrath of the Lich King*.

"This expansion will add some of the most infamous characters and settings from the Warcraft® universe to *World of Warcraft*," said Mike Morhaime, president and cofounder of Blizzard Entertainment®. "In addition to new story content, *Wrath of the Lich King* will introduce a number of features specifically requested by players over the past couple of years. We're looking forward to sharing further details with everyone as development progresses."

Players last visited Northrend in *Warcraft III: The Frozen Throne™*, when Arthas Menethil fused with the spirit of Ner'zhul to become the Lich King, one of the most powerful beings in the Warcraft universe. He now broods atop the Frozen Throne deep in Icecrown Citadel, clutching the rune blade Frostmourne and marshaling the undead armies of the Scourge. In *Wrath of the Lich King*, the forces of the Alliance and the Horde will venture into battle against the Scourge amid Northrend's howling winds and fields of jagged ice.

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Building on the foundation established in *World of Warcraft* and *The Burning Crusade*, *Wrath of the Lich King* will add a rich variety of content to an already massive game. New features coming with the game's second expansion include:

- **Death Knight Hero Class:** Create a high-level Death Knight character -- the game's first hero class -- once certain challenges have been met.

- **Increased Level Cap:** Advance to level 80 and gain potent new talents and abilities along the way.
- **Northrend:** Explore the harsh new continent of Northrend, packed with new zones, quests, dungeons, monsters, and items -- and do battle with the undead armies of the Lich King.
- **“Inscription” Profession:** Learn this exciting new profession and gain unique ways to permanently enhance spells and abilities in the game.
- **Siege Weapons and Destructible Buildings:** Take the battle to another level with new player-vs.-player game mechanics and new battlefields to wage war on.
- **New Character Customization:** Change how characters look and express themselves, with different hairstyles and dance animations.

Since launching in November 2004, *World of Warcraft* has become the world’s most popular MMORPG, with a subscriber base of more than 9 million players. The game’s first expansion, *The Burning Crusade*, broke PC-game sales records in North America and Europe by selling nearly 2.4 million copies in its first 24 hours of availability and approximately 3.5 million copies in its first month. *World of Warcraft* is available in seven different languages and, in addition to North America and Europe, is played in mainland China, Korea, Australia, New Zealand, Singapore, Thailand, Malaysia, and the regions of Taiwan, Hong Kong, and Macau.

For more information on *World of Warcraft: Wrath of the Lich King*, please visit Blizzard’s official website at www.WorldofWarcraft.com. To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard games, the company is currently hiring for numerous open positions -- more information on available career opportunities at Blizzard can be found at <http://jobs.blizzard.com>.

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World of Warcraft’s Subscriber Definition

World of Warcraft subscribers include individuals who have paid a subscription fee or have an active prepaid card to play *World of Warcraft*, as well as those who have purchased the game and are within their free month of access. Internet Game Room players who have accessed the game over the last thirty days are also counted as subscribers. The above definition excludes all players

under free promotional subscriptions, expired or cancelled subscriptions, and expired prepaid cards. Subscribers in licensees' territories are defined along the same rules.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft* and the *Warcraft*, *StarCraft®*, and *Diablo®* series, Blizzard Entertainment, Inc. (www.blizzard.com), a division of Vivendi Games, is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard's track record includes ten #1-selling games and multiple Game of the Year awards. The company's online-gaming service, *Battle.net®*, is one of the largest in the world, with millions of active users.

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