

WORLD OF WARCRAFT® SURPASSES 11 MILLION SUBSCRIBERS WORLDWIDE

Anticipation continues to mount for Wrath of the Lich King® expansion as Blizzard Entertainment®'s massively multiplayer online role-playing game reaches new milestone

IRVINE, Calif. - October 28, 2008 - Blizzard Entertainment, Inc. announced today that the subscribership for *World of Warcraft*®, its award-winning massively multiplayer online role-playing game (MMORPG), now exceeds 11 million players worldwide. This milestone was reached as the beta test for *Wrath of the Lich King*®, *World of Warcraft's* second expansion, nears completion. *Wrath of the Lich King* will launch in several regions around the world starting on November 13.

"It's been very rewarding to see gamers around the world continue to show such strong support for *World of Warcraft*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment®. "We remain fully committed to responding to that enthusiasm with a high-quality, constantly evolving game experience.

Since debuting in North America on November 23, 2004, *World of Warcraft* has become the most popular MMORPG around the world. It was the bestselling PC game of 2005 and 2006 worldwide, and finished behind only *World of Warcraft: The Burning Crusade*®, the first expansion pack for the game, in 2007.* In addition to being the bestselling PC game of 2007 in both North America and Europe, *The Burning Crusade* holds the record for fastest-selling PC game of all time, with nearly 2.4 million copies sold in its first 24 hours of availability and approximately 3.5 million in its first month.

World of Warcraft was recently launched in Russia and Latin America, and is currently available in eight languages. In addition to North America and Europe, the game is played in mainland China, Korea, Australia, New Zealand, Singapore, Thailand, Malaysia, Chile, Argentina, and the regions of Taiwan, Hong Kong, and Macau.

To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard Entertainment games, the company is currently hiring for numerous open positions. More information on available career opportunities at Blizzard Entertainment can be found at www.blizzard.com/jobs.

For further information on *World of Warcraft*, *The Burning Crusade*, and *Wrath of the Lich King*, please visit the official website at www.worldofwarcraft.com.

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 Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard Entertainment'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.

*Based on industry sell-through data, internal records, and reports from key distribution partners around the world.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Blizzard Entertainment generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming," and similar expressions to help identify forward-looking statements. Factors that could cause Blizzard Entertainment's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales of Blizzard Entertainment's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Blizzard Entertainment's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Blizzard Entertainment's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Blizzard Entertainment, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated. Other such factors include additional risk factors identified in Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Blizzard Entertainment and Activision Blizzard as of the date of this release, and neither Blizzard Entertainment nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Blizzard Entertainment or Activision Blizzard and are subject to risks, uncertainties, and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.