



## World of Warcraft(R): Cataclysm(TM) in Stores Starting December 7

IRVINE, Calif., Oct 04, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced that *World of Warcraft*<sup>(R)</sup>: *Cataclysm*<sup>(TM)</sup>, the highly anticipated third expansion for the world's most popular subscription-based massively multiplayer online role-playing game\*, will be released starting on December 7, 2010. The expansion will be available on DVD-ROM for Windows<sup>(R)</sup> XP/Windows Vista<sup>(R)</sup>/Windows<sup>(R)</sup> 7 and Macintosh<sup>(R)</sup> at a suggested retail price of \$39.99 and will also be offered as a digital download from the Blizzard Store. A special Collector's Edition packed with bonus items will be available exclusively in retail stores for a suggested retail price of \$79.99.

"*Cataclysm* includes the best content we've ever created for *World of Warcraft*. It's not just an expansion, but a re-creation of much of the original Azeroth, complete with epic new high-level adventures for current players and a redesigned leveling experience for those just starting out," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "With the help of our beta testers, we're putting on the final polish, and we look forward to welcoming gamers around the world to enjoy it in just a couple of months."

The first two *World of Warcraft* expansions, *The Burning Crusade*<sup>(R)</sup> and *Wrath of the Lich King*<sup>(R)</sup>, each shattered PC game sales records upon their release.\* In *Cataclysm*, the face of Azeroth will be forever altered by the return of the corrupted Dragon Aspect Deathwing. Players will explore once-familiar areas of the world that have now been reshaped by the devastation and filled with new adventures. In an effort to survive the planet-shattering cataclysm, two new playable races -- worgen and goblins -- will join the struggle between the Alliance and the Horde. As players journey to the new level cap of 85, they'll discover newly revealed locations, acquire new levels of power, and come face to face with Deathwing in a battle to determine the fate of the world.

The beta test for *World of Warcraft: Cataclysm* is currently underway. Visit the official Battle.net<sup>(R)</sup> website at <http://www.battle.net> to set up a Battle.net account and sign up for a chance to participate. To learn more about *World of Warcraft: Cataclysm*, visit <http://www.worldofwarcraft.com/cataclysm>.

\*Based on internal company records, public data, and reports from key distribution partners.

### About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*<sup>(R)</sup> and the *Warcraft*<sup>(R)</sup>, *StarCraft*<sup>(R)</sup>, and *Diablo*<sup>(R)</sup> series, Blizzard Entertainment, Inc. ([www.blizzard.com](http://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 twelve #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net<sup>(R)</sup>, is one of the largest in the world, with millions of active players.

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 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 levels of Blizzard Entertainment's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, declines in software pricing, product returns and price protection, product delays, retail acceptance of Blizzard Entertainment's products, competition from the used game market, industry competition and competition from other forms of entertainment, rapid changes in technology, industry standards and consumer preferences, including interest in specific genres such as real-time strategy, action-role-playing and massively multiplayer online games, protection of proprietary rights, litigation against Blizzard Entertainment, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, including the ability to attract, retain and develop key personnel and developers who can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section of 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6452785&lang=en>

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