



## World of Warcraft®: Mists of Pandaria™ Arrives September 25

*Fourth expansion brings tides of war to the shores of a long-lost continent*

*Digital Deluxe and Retail Collector's Editions revealed*

*Presales NOW LIVE*

IRVINE, Calif.--(BUSINESS WIRE)-- Land, ho! Blizzard Entertainment, Inc. today announced that *World of Warcraft®: Mists of Pandaria™*, the fourth expansion set for the world's most popular subscription-based massively multiplayer online role-playing game, will be available in stores and online starting from September 25, 2012. Upon the expansion's release, intrepid explorers of the Alliance and the Horde will be able to set foot upon the shores of the long-lost continent of Pandaria and embark on a perilous journey to uncover its ancient mysteries.

*Mists of Pandaria* will be available on DVD-ROM for Windows® XP/Windows Vista®/Windows® 7 and Macintosh® at a suggested retail price of \$39.99 USD. The expansion will also be available digitally directly from Blizzard's *World of Warcraft* website ([www.WorldofWarcraft.com](http://www.WorldofWarcraft.com)), also priced at \$39.99 USD.

A special Collector's Edition packed with bonus items will be available exclusively in retail stores for a suggested retail price of \$79.99 USD. In addition, for the first time, *World of Warcraft* players have the option to purchase a special Digital Deluxe version of the expansion containing the in-game bonus items from the Collector's Edition. The Digital Deluxe version is available to download directly from Blizzard via [www.WorldofWarcraft.com](http://www.WorldofWarcraft.com) for \$59.99 USD. Players who purchase the standard edition digitally or at retail will have the option to upgrade to the Digital Deluxe version at any time (for as long as the standalone Digital Deluxe version remains available) for an additional \$20 USD.

Presales for the standard digital and Digital Deluxe versions of *Mists of Pandaria* are now live. Players who would like to purchase either version and be ready to play the moment the expansion launches can do so now by visiting [www.WorldofWarcraft.com](http://www.WorldofWarcraft.com). The expansion content will automatically be digitally delivered to pre-purchasers via *World of Warcraft's* streaming launcher prior to the release of *Mists of Pandaria*. Players who would like to preorder the standard box or the retail-exclusive Collector's Edition can do so by visiting their local retailer.

"*Mists of Pandaria* contains the biggest variety of new content we've ever created for a *World of Warcraft* expansion, with features that will appeal to new players, veterans, and everyone in between," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We've received a lot of great feedback from players during our most extensive beta test yet, and we hope they enjoy exploring everything Pandaria has to offer when the expansion comes out in September."

The Digital Deluxe version of *Mists of Pandaria* includes a full digital copy of the expansion along with the following exclusive in-game bonus items:

- **World of Warcraft In-Game Mount:** Take to the skies of Azeroth astride the mystical Imperial Quilen flying mount.
- **World of Warcraft In-Game Pet:** Journey across Pandaria with the Lucky Quilen Cub at your side.
- **StarCraft® II Battle.net® Portraits:** Bring the Horde and Alliance rivalry to the far reaches of the Koprulu sector with exclusive Infested Orc and Night Elf Templar [Battle.net](http://Battle.net) portraits.
- **Diablo® III Banner Sigil and Accent:** Display your status as a hero of Pandaria with the iconic markings of *World of Warcraft's* newest playable race, the pandaren.

The Collector's Edition of *Mists of Pandaria* includes the full version of the game on DVD-ROM and contains the following exclusive bonus items, in addition to the in-game content from the Digital Deluxe version:

- **Behind-the-Scenes DVD and Blu-Ray:** Learn about the creation of Pandaria with this two-disc set featuring over an hour of commentary, insider interviews, and developer roundtables.

- **Collector's Edition Soundtrack CD:** Experience 20 orchestral pieces from *Mists of Pandaria*.
- **The Art of Mists of Pandaria Book:** Explore this 208-page hardcover tome featuring never-before-seen pieces from the expansion, from early concepts to final 3D renderings.
- **Chen Stormstout Mouse Pad:** Equip your desk with this special-edition mouse pad featuring the legendary pandaren brewmaster.

In *World of Warcraft: Mists of Pandaria*, warships of the Alliance and Horde clash off the coast of a long-lost continent, signaling the start of a new era of discovery and conquest in the history of Azeroth. As players storm the shores of this exotic new frontier and begin to explore its mysteries, they'll encounter brave new allies, unearth ancient secrets, and play their part in reigniting the long-brewing conflict between the Horde and Alliance on a strange battlefield far from home.

*Mists of Pandaria* offers a wide variety of content for new and returning *World of Warcraft* players. Features include a **new playable race** (the pandaren) with its own starting zone and quests, a **new character class** (the monk), and an expansive **new continent** for players to explore as they adventure to the new level cap of 90. The expansion also includes a host of new gameplay elements designed to give players even more ways to enjoy the game, including **scenarios** -- a flexible new kind of cooperative PvE trial; **challenge modes**, which offer high-prestige rewards for mastering *Mists of Pandaria's* 5-player dungeons; and an all-new **pet battle system**.

*Mists of Pandaria* has received a Teen rating from the ESRB. In addition to the English version, *Mists of Pandaria* will be fully localized into Latin American Spanish, Brazilian Portuguese, French, German, European Spanish, Russian, Korean, Traditional Chinese, and for the first time with a *World of Warcraft* expansion launch, Italian. Availability of *Mists of Pandaria* in mainland China will be announced at a later date.

To learn more about *World of Warcraft* and *Mists of Pandaria*, please visit the official website at <http://www.worldofwarcraft.com>. To set up a [Battle.net](http://www.battle.net) account and to opt-in to Blizzard Entertainment beta tests, please visit the official [Battle.net](http://www.battle.net) website at <http://www.battle.net>. With multiple games in development, Blizzard Entertainment has numerous positions currently available -- visit <http://jobs.blizzard.com> for more information and to learn how to apply.

#### About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*<sup>®</sup> and the *Warcraft*<sup>®</sup>, *StarCraft*<sup>®</sup>, and *Diablo*<sup>®</sup> franchises, 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 fourteen #1-selling games and multiple Game of the Year awards. The company's online-gaming service, [Battle.net](http://www.battle.net)<sup>®</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, including statements about the expected release date of *World of Warcraft: Mists of Pandaria*, are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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 unanticipated product delays and other factors identified in the risk factors sections 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.

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