



Second Block of Tickets for BlizzCon® 2009 On Sale Tomorrow

May 29, 2009

IRVINE, Calif., May 29, 2009 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced that the second allotment of tickets for its fourth BlizzCon[®] gaming convention will go on sale tomorrow, May 30, at 10 a.m. PDT. Tickets are priced at USD \$125 each and can be purchased through the company's event website at www.blizzcon.com.

BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment[®]'s *Warcraft*[®], *StarCraft*[®], and *Diablo*[®] game universes. The event will take place August 21 and 22 at the Anaheim Convention Center in Anaheim, California, and will feature an array of activities, including developer panels, contests, tournaments, hands-on gameplay with upcoming Blizzard Entertainment games, and more.

The ticket-purchase process uses the online Blizzard Store and requires an active Battle.net[®] account. Anyone who does not have an active Battle.net account can create one at <http://www.battle.net>. To streamline the ticket-purchase process this year, the company has made upgrades to the Blizzard Store, including a first-come, first-served queue system and a fixed time limit for completing purchases. Once purchased, the tickets will need to be printed out and brought to the convention to allow entry. The first batch of tickets for this year's event went on sale on May 16, and sold out in less than an hour.

Due to its popularity last year, the DIRECTV[®] BlizzCon Pay Per View event will return in 2009, available to existing DIRECTV customers for \$39.95 USD. The event will again deliver a minimum of eight hours of live HD coverage from the show floor on each day of the convention, including exclusive interviews, demos, and more. In addition, gamers around the world who are unable to attend BlizzCon will for the first time be able to purchase the Pay Per View event as an Internet stream, also priced at \$39.95 USD (pricing and availability may vary by region). DIRECTV customers who order the televised event will receive this Internet stream at no extra charge, allowing them to watch in the format of their choice. Anyone who orders the event will also receive this year's BlizzCon-exclusive *World of Warcraft*[®] in-game item.

In addition, in the weeks ahead DIRECTV will offer a BlizzCon promotion for those interested in signing up for the DIRECTV television service. New subscribers through this promotion will receive the DIRECTV BlizzCon Pay Per View event, the Internet stream, and the BlizzCon 2009 *World of Warcraft* in-game item for the price of becoming a new DIRECTV customer.

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 can be found at www.blizzard.com/jobs.

As BlizzCon draws closer, further details about the show, including ordering and programming information for the DIRECTV BlizzCon Pay Per View event and Internet stream, will be announced at www.blizzcon.com.

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 eleven #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.

For press inquiries, please contact Shon Damron in Blizzard Entertainment public relations at sdamron@blizzard.com or (949) 854-5100.

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 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, 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, and the other 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.

SOURCE: Blizzard Entertainment, Inc.

Blizzard Entertainment
Shon Damron
sdamron@blizzard.com
(949) 854-5100

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