



BlizzCon® 2010 Tickets on Sale June 2 and June 5

Exclusive coverage of Blizzard Entertainment's gaming convention available through DIRECTV^(R) satellite TV service and enhanced multi-channel Internet stream

IRVINE, Calif., May 18, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced that tickets for its fifth BlizzCon^(R) gaming convention will go on sale in two batches on Wednesday, June 2 and Saturday, June 5, 2010. BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment's *Warcraft^(R)*, *Diablo^(R)*, and *StarCraft^(R)* game universes. The event will take place at the Anaheim Convention Center in Anaheim, California on October 22 and 23. Live coverage of the event will be available as a DIRECTV^(R) Pay Per View package and as a multi-channel Internet stream, allowing viewers online to switch between coverage of multiple panels and activities during the show.

"BlizzCon is a unique opportunity for our players to meet one another, strengthen the friendships they've formed online, and have a great time celebrating a shared passion for gaming together with Blizzard employees," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "For those who can't attend, we're pleased to be providing an unprecedented level of access to the activities and attractions that BlizzCon has to offer."

In addition to serving as a gathering place for the different Blizzard Entertainment gaming communities, BlizzCon will have an array of activities, including discussion panels, competitive and casual tournaments, contests, hands-on playtime with current and upcoming Blizzard Entertainment games, and more.

Tickets to the convention will be priced at \$150 USD each and will be available for purchase from the official BlizzCon website at www.blizzcon.com. Tickets will be released in two separate batches on **June 2 at 7 p.m. Pacific time** and on **June 5 at 10 a.m. Pacific time**. Those interested in attending BlizzCon can simplify the purchase process by registering a Battle.net account at www.battle.net before ticket sales begin.

The popular DIRECTV^(R) BlizzCon Pay Per View event will return in 2010, available to existing DIRECTV customers in the United States for \$39.95 USD. The event will again deliver comprehensive live HD coverage from the show floor on each day of the convention, including exclusive interviews, demos, and more.

Gamers around the world will also have the option to purchase the Pay Per View event as a multi-channel Internet stream, also priced at \$39.95 USD (pricing may vary by region). For the first time, anyone who purchases the Internet stream will be able to switch freely between multiple channels of coverage dedicated to different areas of BlizzCon, allowing online viewers expanded access to the panels and events they're most interested in. 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. Those who order the event will also receive this year's BlizzCon-exclusive *World of Warcraft^(R)* in-game item (availability may vary by region), to be revealed at a later date. Limited streaming coverage of the BlizzCon opening ceremony and certain BlizzCon tournaments will be available via the Internet for free.

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

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.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft^(R)* and the *Warcraft^(R)*, *StarCraft^(R)*, and *Diablo^(R)* 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^(R), is one of the largest in the world, with millions of active players.

About DIRECTV

DIRECTV (NASDAQ:DTV) is the world's most popular video service delivering state-of-the-art technology, unmatched programming, the most comprehensive sports packages available and industry leading customer service to its more than 25.6 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 18.6 million customers more than 130 HD channels and Dolby-Digital^(R) 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET(TM), award winning technology like its DIRECTV^(R) DVR Scheduler and higher customer satisfaction than the leading cable companies for nine years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 7 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 65 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit directv.com.

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.

SOURCE: Blizzard Entertainment, Inc.

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