



BlizzCon® Returns This Week

IRVINE, Calif.--(BUSINESS WIRE)-- BlizzCon® 2013, Blizzard Entertainment's two-day gaming festival, makes a long-awaited return on Friday, November 8, at the Anaheim Convention Center in Anaheim, CA. The sold-out show celebrates all things geek, featuring sneak peeks at what's going on behind the scenes at Blizzard Entertainment.

This year's BlizzCon includes discussion panels with Blizzard developers; community cosplayers; and Duncan Jones, director of the upcoming *Warcraft*® film. Also taking place are the *StarCraft*® II World Championship Series Global Final and World of *Warcraft*® Arena Invitational, in which top pro gamers from around the world will be competing for cash prizes and ultimate glory. Jay Mohr is back this year to host the ever-popular community contests, and SoCal punk legends Blink-182 will be performing an epic rock concert to wrap up the show on Saturday night.

BlizzCon tickets once again sold out in seconds, but anyone can still attend the event from the comfort of their home with the [BlizzCon Virtual Ticket](#). Viewers will receive over 60 hours of live HD coverage of the event (including Blink's sure-to-be-wild performance) across five channels over the Internet. Virtual Ticket holders will also receive all the BlizzCon-exclusive in-game goodies:

- *World of Warcraft* in-game pet—the valiant Murkalot
- To-be-revealed *Hearthstone*™: *Heroes of Warcraft*™ card
- BlizzCon-themed "Mark of Death" *Diablo*® III banner
- "Tearin' Stitches" *StarCraft* II portrait and Stitches' Hook decal

DIRECTV® customers in the United States can also order BlizzCon 2013 as a Pay Per View event and receive a free Virtual Ticket. In addition, the BlizzCon opening ceremony and eSports tournaments will be streamed free online at www.blizzcon.com. More info on the Virtual Ticket can be found at www.blizzcon.com/virtual-ticket/.

"We can't wait to get back to BlizzCon and share details about our latest games with our most passionate players," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "It's going to be a truly unforgettable weekend."

BlizzCons of years past have featured an array of exciting panels, unveilings, and entertainment, including the world debuts of the latest *World of Warcraft* content, the first-ever public hands-on with *StarCraft II* and *Diablo III*, and epic rock performances by Foo Fighters and Tenacious D.

BlizzCon would not be possible without the enthusiasm of Blizzard Entertainment gamers around the world and the generous support of the event's partners, who provide demo-station hardware, peripherals, and more. This year's sponsors are Intel, NVIDIA, Sony Computer Entertainment, DIRECTV, SteelSeries, GIGABYTE, Rosewill, and EVGA.

Anyone attending BlizzCon who's looking to join the ranks at Blizzard should bring their resumes, portfolios, or business cards. The Blizzard recruiting team will be on hand to review materials and discuss any job-related questions. More information on available Blizzard career opportunities can be found at <http://jobs.blizzard.com>, [LinkedIn Blizzard Careers](#), and <http://twitter.com/@blizzardcareers>.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*® and the *Warcraft*®, *StarCraft*®, and *Diablo*® franchises, 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 sixteen #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 players.

**Based on internal company records and reports from key distribution partners.*

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 BlizzCon and the BlizzCon Virtual Ticket, 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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