



Foo Fighters to Rock the House at BlizzCon® 2011

The white limo stops here -- multi-platinum rockers to melt faces of sold-out crowd during closing ceremony of Blizzard Entertainment's epic gaming festival

BlizzCon Virtual Ticket will feature live coverage of event, including Foo Fighters performance, via Internet worldwide and DIRECTV® in the US

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that Foo Fighters will headline the closing concert of this year's sold-out BlizzCon®, taking place October 21-22 at the Anaheim Convention Center. While tickets to the convention are currently sold out, viewers can watch at home by ordering a BlizzCon Virtual Ticket, offering comprehensive live coverage of the event (including Foo Fighters' performance) globally over the Internet and also on DIRECTV® in the United States.

Over the course of their 16-year career, the Foo Fighters have sold tens of millions of records, won half a dozen Grammy awards, and raised countless voices in singalongs of iconic anthems like "Everlong," "My Hero," "Learn to Fly," "All My Life," "Best of You," and "The Pretender." Foo Fighters' BlizzCon debut marks founder Dave Grohl's triumphant return to the convention after playing drums for Tenacious D in last year's show, and comes during an international arena, stadium, and festival tour promoting their seventh album, the international #1 record *Wasting Light*.

Opening up the concert will be The Artist Formerly Known as Level 80 Elite Tauren Chieftain, who are returning to BlizzCon following a two-year interstellar tour through the Koprulu sector. Blizzard's in-house metal band will amp up the crowd with an earth-shaking set of both familiar and brand-new songs drawn from the *Warcraft*, *StarCraft*, and *Diablo* universes before turning the stage over to Foo Fighters for the main event.

"There's no better way to cap off two days of gaming entertainment than by blowing the roof off the convention center with an awesome rock concert," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Everyone attending BlizzCon and watching from home can look forward to ending the show with a bang when Foo Fighters bring the house down."

"We're pretty sure that in the future, music historians will look back at BlizzCon 2011 as the unquestionable pinnacle of Foo Fighters' long and illustrious career," said Dave Grohl, Foo Fighters founder and frontman. "We look forward to living up to that prediction by bringing the Horde and Alliance together to rock the hell out of Anaheim next month."

BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment's *Warcraft*®, *Diablo*®, and *StarCraft*® game universes. In addition to serving as a gathering place for the 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. Viewers at home can order a BlizzCon Virtual Ticket for \$39.99 USD, available around the world as a multi-channel Internet stream with over 50 hours of coverage (pricing and availability may vary by region), and also via DIRECTV in the United States. Visit www.blizzcon.com/live-stream/ for more details and ordering information.

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 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*® 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 thirteen #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.

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.

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Source: Blizzard Entertainment

News Provided by Acquire Media