



BlizzCon® 2014 Detected

Get ready for Blizzard Entertainment's eighth BlizzCon® gaming convention and community celebration, taking place November 7-8

Tickets on sale May 7 and May 10

IRVINE, Calif.--(BUSINESS WIRE)-- Alert your guilds, clans, houses, and fellowships—Blizzard Entertainment today announced plans for its eighth [BlizzCon®](#) gaming convention, taking place **Friday, November 7** and **Saturday, November 8** at the Anaheim Convention Center in Southern California. Terrans, naphalem, Alliance, and Horde from across the multiverse are invited to join Blizzard for a two-day celebration at the nexus of all things *Warcraft®*, *StarCraft®*, and *Diablo®*.

Tickets to BlizzCon will go on sale in two batches, one on **May 7** and the other on **May 10**. In addition, a limited number of tickets to an exclusive pre-BlizzCon dinner to benefit [Children's Hospital of Orange County](#) will go on sale **May 14**.

"BlizzCon is always the biggest highlight of the year for us," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "With *Hearthstone™* and *Reaper of Souls™* recently launched and *Heroes of the Storm™* and *Warlords of Draenor™* gearing up for beta, 2014 is already shaping up to be an epic year for Blizzard gamers. We can't wait to celebrate and share what we've been working on with everyone this November."

In addition to serving as the gravitational gathering point for Blizzard Entertainment's gaming communities, BlizzCon will offer attendees a chance to enjoy:

- Hands-on play time with the latest versions of Blizzard Entertainment games
- Global finals for Blizzard eSports, including the *StarCraft® II* World Championship Series Global Finals
- In-depth discussion panels with Blizzard game developers and artists
- Competitive and casual tournaments for players to showcase their talents
- Community contests with great prizes
- Commemorative merchandise based on Blizzard Entertainment's game universes
- More activities and attractions to be announced

Tickets to attend the convention will be priced at \$199 USD (plus applicable taxes and fees) each and will be available for purchase from the online event ticketing service Eventbrite via their website (www.blizzcon2014.eventbrite.com) in two separate batches. The first batch goes on sale at **7 p.m. Pacific time on Wednesday, May 7**, and the second batch goes on sale at **10 a.m. Pacific time on Saturday, May 10**.

Tickets to the BlizzCon Benefit Dinner, which include admission to BlizzCon, will be priced at \$750 USD (plus applicable taxes and fees) each, with proceeds going to Children's Hospital of Orange County (<http://www.choc.org>) to support their Feeding Therapy Program. Taking place the evening of November 6, this exclusive event offers guests an opportunity to /eat, /drink, and geek out with developers, artists, and other folks from Blizzard before the show—all for a great cause. Approximately 200 tickets to the benefit dinner will be available for purchase beginning **7 p.m. Pacific time on Wednesday, May 14** through www.blizzcon2014.eventbrite.com.

Gamers from the far reaches of Azeroth, the Koprulu sector, and Sanctuary looking to enjoy BlizzCon from the comfort of their own home will once again have the option to order a BlizzCon Virtual Ticket, offering comprehensive live coverage of the event via a multichannel Internet stream. Further details on the Virtual Ticket, including pricing, availability, and programming information, will be announced at a later date.

For further details about BlizzCon 2014, including ticket availability and pricing, visit the official BlizzCon website (www.blizzcon.com). Those interested in attending the show in person can make advance hotel reservations now and receive special BlizzCon rates by booking through the [BlizzCon hotel website](#).

Blizzard Entertainment 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*® 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.

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 dates and event plans for BlizzCon 2014, 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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News Provided by Acquire Media