



## World of Warcraft®: Cataclysm™ Unveiled

### **Blizzard Entertainment Reveals Third Expansion for Its Popular Subscription-Based Massively Multiplayer Online Role-Playing Game at BlizzCon<sup>(R)</sup> Gaming Festival**

ANAHEIM, Calif., Aug 21, 2009 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced plans for the third expansion to *World of Warcraft*<sup>(R)</sup>, its award-winning massively multiplayer online role-playing game (MMORPG). Unveiled at the company's fourth BlizzCon<sup>(R)</sup> gaming festival, *World of Warcraft: Cataclysm*<sup>(TM)</sup> will bring sweeping changes to the world of Azeroth. Players will be able to adventure as two new playable races, achieve new levels of power, take on challenging quests and dungeons in all-new zones, and experience dramatic changes to familiar aspects of the game in the wake of a world-shattering disaster.

"In addition to revitalizing some of the most familiar and iconic areas of the game world, this third *World of Warcraft* expansion will add new features and a large amount of new content for players to explore," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're excited to be offering a first glimpse of *Cataclysm* for attendees of BlizzCon, and we look forward to sharing more information with everyone as development progresses."

In *Cataclysm*, players will witness the face of Azeroth being altered forever, as the corrupted Dragon Aspect Deathwing awakens from his subterranean slumber and erupts onto the surface, leaving ruin and destruction in his wake. As the Horde and Alliance race to the epicenter of the cataclysm, the kingdoms of Azeroth will witness seismic shifts in power, the kindling of a war of the elements, and the emergence of unlikely heroes who will rise up to protect their scarred and broken world from utter devastation.

Building on the foundation established in *World of Warcraft* and its first two expansions, *Cataclysm* will add a variety of new content and offer players the opportunity to rediscover Azeroth and experience the game from a whole new perspective. New features coming with the game's third expansion include:

- **Two New Playable Races:** Adventure as the cursed worgen with the Alliance or the resourceful goblins with the Horde.
- **Increased Level Cap:** Advance to level 85 and earn new abilities, tap into new talents, and progress through the path system, a new way for players to customize characters.
- **Classic Zones Remade:** Quest to level 60 as you never have before. Familiar zones across the original continents of Kalimdor and the Eastern Kingdoms have been reforged by the cataclysm and updated with new quests and content.
- **Flying Mounts in Azeroth:** Explore Kalimdor and the Eastern Kingdoms from a whole new perspective.
- **Guild Advancement:** Progress as a guild to earn guild levels and guild achievements.
- **New High-Level Content:** Explore newly opened parts of the world, including Uldum, Grim Batol, and the great sunken city of Vashj'ir beneath the sea, and enjoy even more high-level raid content than in previous expansions.
- **New PvP Zone & Rated Battlegrounds:** Take on PvP objectives and daily quests on Tol Barad Island, a new Wintergrasp-like zone, and wage war in all-new rated Battlegrounds.
- **Archaeology:** Master a new secondary profession to unearth valuable artifacts and earn unique rewards.
- **New Race and Class Combinations:** Explore Azeroth as a gnome priest, blood elf warrior, or one of the other never-before-available race and class combinations.

Since launching in November 2004, *World of Warcraft* has become the world's most popular MMORPG. The game's second expansion, *Wrath of the Lich King*<sup>(TM)</sup>, sold more than 2.8 million copies within its first 24 hours of availability and more than 4 million copies in its first month, setting both records for PC game sales. *World of Warcraft* is available in eight different languages and is played in North America, Europe, Chile, Argentina, Russia, mainland China, Korea, Australia, New Zealand, Singapore, Thailand, Malaysia, and the regions of Taiwan, Hong Kong, and Macau.

For more information on *World of Warcraft: Cataclysm*, visit Blizzard Entertainment's official website at [www.WorldofWarcraft.com](http://www.WorldofWarcraft.com). To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard games, the company is currently hiring for numerous open positions -- more information on available career

opportunities at Blizzard can be found at <http://www.blizzard.com/us/jobopp>.

### **World of Warcraft's Subscriber Definition**

*World of Warcraft* subscribers include individuals who have paid a subscription fee or have an active prepaid card to play *World of Warcraft*, as well as those who have purchased the game and are within their free month of access. Internet Game Room players who have accessed the game over the last thirty days are also counted as subscribers. The above definition excludes all players under free promotional subscriptions, expired or cancelled subscriptions, and expired prepaid cards. Subscribers in licensees' territories are defined along the same rules.

### **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft*<sup>(R)</sup> and the *Warcraft*<sup>(R)</sup>, *StarCraft*<sup>(R)</sup>, and *Diablo*<sup>(R)</sup> series, Blizzard Entertainment, Inc. ([www.blizzard.com](http://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<sup>(R)</sup>, is one of the largest in the world, with millions of active users.

**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.

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