



## Diablo® III Now Live on PS3™ and Xbox 360

*The Lord of Terror unleashes hell in living rooms worldwide*

IRVINE, Calif.--(BUSINESS WIRE)-- Today, the war over Sanctuary claims a legion of new souls. Blizzard Entertainment is pleased to announce that *Diablo® III*, the latest chapter in the legendary action—RPG series, is now available for the Sony PlayStation® 3 and Microsoft Xbox 360® throughout North America, Latin America, Europe, South Korea, Taiwan, Hong Kong, Macau, Southeast Asia, Australia, and New Zealand.



Diablo III for PlayStation 3 Box Cover (Photo: Business Wire)

Would-be heroes who seek to confront the Lord of Terror and take the fate of mankind into their own hands can purchase the PS3™ and Xbox 360 versions of *Diablo III* at retailers worldwide for a suggested retail price of \$59.99. The PS3™ version of *Diablo III* is also available for purchase digitally via the PlayStation Network™. The Xbox 360 version of the game will be available via Xbox LIVE® starting October 4. Both console versions of *Diablo III* have been fully localized in English, German, French, Latin American Spanish, European Spanish, Russian, Italian, Polish, and Brazilian Portuguese for multilingual demonic warfare.

The PS3™ and Xbox 360 versions of *Diablo III* have been custom-tailored for gamepad-driven action, with a dynamic camera perspective that puts your hero front and center, as well as an all-new user interface and an intuitive control system that make vanquishing evil feel like second nature on consoles. Players can take on the vile denizens of the Burning Hells alone or in a party of up to four via same-screen local cooperative play or online over PlayStation Network™ or Xbox LIVE®. In addition, the game supports parties composed of both local and online players. Once gamers experience the rush of *Diablo III*'s unique brand of hack-and-slash gameplay from the comfort of their couch, Sanctuary will never be the same.

"In bringing *Diablo III* to consoles, our main focus has been on making sure we deliver a really fun experience for up to four friends online or on the same couch," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "The game looks and plays great on PS3™ and Xbox 360, especially with the new direct-control elements and new interface. We know players will have a blast battling Diablo on their big-screen TVs."

In *Diablo III*, players take on the role of one of five heroic characters—barbarian, witch doctor, wizard, monk, or demon hunter—and embark on a perilous quest to save the world of Sanctuary from the corrupting forces of the Burning Hells. As players make their way from the demon-besieged town of New Tristram to the Diamond Gates of the High Heavens, they'll engage in pulse-pounding combat with hordes of monsters and challenging bosses, grow in experience and ability, acquire artifacts of incredible power, and meet key characters who'll join them in battle or aid them along the way.

*Diablo III* was originally released for Windows® and Macintosh® PC on May 15, 2012 and within 24 hours became the fastest-selling PC game of all time. As of December 31, 2012, *Diablo III* had sold through more than 12 million copies worldwide.\* To learn more about *Diablo III*, visit the official website at <http://www.diablo3.com>.

With multiple games in development, Blizzard Entertainment has numerous positions currently available—visit <http://jobs.blizzard.com> for more information and to learn how to apply.

### **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](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 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.

*PlayStation is a registered trademark of Sony Computer Entertainment, Inc.*

*\*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 the console versions of *Diablo III*, 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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