



## The Lord of Terror to Unleash the Fires of the Burning Hells on PlayStation® Gamers Worldwide

*Blizzard Entertainment announces Diablo® III for PS3™, confirms franchise coming to PS4™*

*World-first hands-on set for PAX East, March 22—24*

IRVINE, Calif.--(BUSINESS WIRE)-- The fate of Sanctuary will soon rest in the hands of PlayStation gamers around the world. Blizzard Entertainment, Inc. today announced that it is developing *Diablo® III*, the latest entry in its award-winning action—role-playing-game series, for the Sony PlayStation®3 computer entertainment system. The company also today confirmed plans to adapt the game for Sony's newly announced PlayStation®4, its next-generation computer entertainment system.

The PS3™/PS4™ version of *Diablo III* will be based on the critically acclaimed core experience of the PC version, including all of the latest upgrades, such as the Paragon leveling system, customizable Monster Power, Brawling, and epic Legendary items. In addition, Blizzard is designing an all-new user interface, including an intuitive control scheme and a new dynamic camera perspective, that will make questing and combat in the world of Sanctuary feel like second nature on PlayStation platforms. Players will be able to battle their way through the story in single-player mode and also experience the hack-and-slash joy of destroying demons and collecting loot together with their friends via seamless four-player online and local co-op modes.

Blizzard also announced today that the PS3 version of *Diablo III* will be shown live at PAX East, taking place at the Boston Convention and Exhibition Center from March 22—24. Attendees there will be the first in the world to pick up a controller and experience the fast-paced action and visceral gameplay of *Diablo III* via the new custom-designed interface.

"*Diablo III* looks and plays great on the PlayStation," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We put a lot of care and thought into the PlayStation version to make sure it would deliver an authentic *Diablo* gaming experience, and we're really pleased with the results. We can't wait for players to try it out at PAX East."

*Diablo III* continues the epic *Diablo* storyline, with players taking on the role of one of five heroic characters—barbarian, witch doctor, wizard, monk, or demon hunter—and embarking on a perilous quest to save the world of Sanctuary from the corrupting forces of the Burning Hells. As players adventure through rich and varied settings, 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*, please visit the official website at <http://www.diablo3.com>. Further details about Blizzard's plans for the PlayStation versions of the game will be announced on the site as development progresses. 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.

\* According to The NPD Group, GfK Chart-Track, and internal company estimates.

### 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 fifteen #1-selling games and multiple Game of the Year awards. The company's online-gaming service, [Battle.net®](http://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.

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 version 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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