



## StarCraft® II: Wings of Liberty™ Collector's Edition Announced

***Special edition of Blizzard Entertainment's epic sci-fi real-time strategy game includes exclusive art book, flash drive, soundtrack, behind-the-scenes DVD, and more***

IRVINE, Calif., Apr 08, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. announced today that its highly anticipated real-time strategy game, *StarCraft*<sup>(R)</sup> II: *Wings of Liberty*<sup>(TM)</sup>, will be available both in a standard edition and in a limited-release Collector's Edition packed with exclusive bonus materials. Players who purchase either edition will be able to play online for no additional fee through the new version of Battle.net<sup>(R)</sup>, the premier online gaming destination for Blizzard Entertainment gamers.

*StarCraft II: Wings of Liberty* will be available on DVD-ROM for Windows<sup>(R)</sup> XP/Windows Vista<sup>(R)</sup>/Windows<sup>(R)</sup> 7 and Macintosh<sup>(R)</sup>. The standard edition will sell for a suggested retail price of \$59.99 and will also be available shortly after release as a download through the online Blizzard Store. The special Collector's Edition package, which is priced at \$99.99 and will only be available at retail stores, will include the following bonus items in addition to the game disc:

- *The Art of StarCraft II: Wings of Liberty*, a 176-page book featuring artwork from the game
- An exclusive 2GB USB flash drive replica of Jim Raynor's dog tag, which comes preloaded with the original *StarCraft* and the *StarCraft: Brood War*<sup>(R)</sup> expansion set
- A behind-the-scenes DVD containing over an hour of developer interviews, cinematics with director's commentary, and more
- The official *StarCraft II: Wings of Liberty* soundtrack CD, containing 14 epic tracks from the game along with exclusive bonus tracks
- *StarCraft* comic book issue #0, a prequel to the comic series
- A *World of Warcraft*<sup>(R)</sup> mini Thor in-game pet that can be applied to all *World of Warcraft* characters on a single Battle.net account
- Exclusive Battle.net downloadable content, including special portraits for your Battle.net profile, decals to customize your units in-game, and a visually unique version of the terran Thor unit

"We've been looking forward to revisiting the *StarCraft* universe with our players for over 10 years, and we wanted to offer an epic collector's edition that commemorated the occasion," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "This special version of *StarCraft II: Wings of Liberty* -- easily our biggest collector's edition to date -- does just that, and we think *StarCraft II* gamers will really enjoy all of the exclusive contents."

*StarCraft II: Wings of Liberty* is the sequel to Blizzard Entertainment's 1998 hit *StarCraft*, which has been hailed by players and critics worldwide as one of the top real-time strategy games of all time. *StarCraft II* will once again center on the clash between the protoss, terrans, and zerg, with each side deploying favorite units from the original *StarCraft*, along with numerous upgraded and brand-new units and abilities that allow for fresh tactics and strategies. The game's new 3D-graphics engine maintains the speed and responsive control of its predecessor while rendering hundreds of units onscreen for massive battles.

*StarCraft II: Wings of Liberty*'s solo campaign will continue the epic saga where it left off in *StarCraft: Brood War*. The storyline chronicles the exploits of marshal-turned-rebel-leader Jim Raynor and features both familiar faces and new heroes. Players will be able to tailor the experience, choosing their own mission path and selecting technology and research upgrades to suit their playing style throughout the 29-mission campaign.

Several challenge-mode mini-games will also be included, with focused goals designed to ease players into the basics of multiplayer strategies. In addition, dozens of multiplayer maps will be available for competitive play through the new version of Battle.net, which is launching alongside *StarCraft II: Wings of Liberty*. This new version of the service has been built from the ground up to offer an unparalleled online play experience, with new features such as voice communication, character profiles and achievements, stat-tracking, ladders and leagues, cloud file storage, and more.

Additional information about *StarCraft II: Wings of Liberty*, including the release date, will be announced in the coming weeks.

### 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 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 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6242131&lang=en>

SOURCE: Blizzard Entertainment, Inc.

Blizzard Entertainment, Inc.  
Lisa Jensen  
Vice President, Global Public Relations  
949-854-6200 dir  
949-854-7900 fax  
[ljensen@blizzard.com](mailto:ljensen@blizzard.com)  
**or**  
Bob Colayco  
Public Relations Manager  
949-955-1380 x12528 dir  
949-854-7900 fax  
[bcolayco@blizzard.com](mailto:bcolayco@blizzard.com)

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