



BlizzCon(TM) 2008 Tickets on Sale August 11

Unprecedented event coverage also available exclusively on DIRECTV

IRVINE, Calif., Jul 29, 2008 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced that tickets for its third BlizzCon (TM) gaming convention will go on sale August 11 and that live coverage of the event will be available as an exclusive DIRECTV pay per view event. BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment (R)'s Warcraft(R), Diablo(R), and StarCraft(R) game universes. The event will take place at the Anaheim Convention Center in Anaheim, California on October 10 and 11.

"Meeting and interacting with our players at BlizzCon is always a great experience for us," stated Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're also pleased to be working with DIRECTV this year to bring the show, for the first time, to those players who are unable to attend."

In addition to serving as a gathering place for the different Blizzard Entertainment gaming communities, BlizzCon will offer an array of activities, including discussion panels, hands-on playtime with upcoming games, tournaments, contests, and more. Tickets to the convention will be priced at \$100 USD each, and will be available for purchase directly from the official BlizzCon website at www.blizzcon.com.

The pay per view event will deliver a minimum of eight hours of live HD coverage from the show floor on each day of the convention, including exclusive interviews, demos, and more. Beginning in August, DIRECTV will run a promotion offering the BlizzCon pay per view event free to new DIRECTV subscribers. Pricing for existing DIRECTV customers and programming details will be available in the coming weeks from Blizzard Entertainment and DIRECTV.

"BlizzCon is one of the most highly anticipated gaming conventions of the year, and we are excited to partner with Blizzard Entertainment to deliver coverage of the show to gamers nationwide," said Steven Roberts, senior vice president, new media and business development, DIRECTV. "With our BlizzCon pay per view package, members of Blizzard's gaming communities who are not attending the event can now experience it in crystal-clear HD."

As the event draws closer, further details will be announced at www.blizzcon.com.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including World of Warcraft(R) and the Warcraft, StarCraft, and Diablo series, Blizzard Entertainment, Inc. (www.blizzard.com) (NASDAQ: ATVID) 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 ten #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net(R), is one of the largest in the world, with millions of active users.

About DIRECTV

DIRECTV, Inc. (NASDAQ: DTV), the nation's leading satellite television service provider, presents the finest television experience available to more than 17 million customers in the United States and is leading the HD revolution with 95 national HD channels - more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed all national cable companies for eight years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit directv.com.

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 of Blizzard Entertainment's titles, shifts in consumer spending trends, 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. Other such factors include additional risk 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.

SOURCE: Blizzard Entertainment, Inc.

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