



Hearthstone™: Heroes of Warcraft™ is Fun

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment today announced that *Hearthstone™: Heroes of Warcraft™*, its free-to-play digital card game, is fun! Like, really fun. Which is good, because it's now officially out of beta and fully released upon the world! Speaking of the world. . . .

"We saw some reports early on that [Hearthstone might destroy the planet](#)*, " said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're pleased to see that the game has been released and the planet is still here . . . though we apologize for all the lost productivity."

Hearthstone is now available on Mac and PC, with iPad support coming soon. Android device, iPhone, and Windows tablet versions are in development and will be available in the future.

Visit playhearthstone.com today to learn more about *Hearthstone*, download the game for free, and start having some fun!

* <http://www.pcgamesn.com/wow/hearthstone-first-impressions-i-fear-game-will-destroy-planet>

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), 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.

† *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 scheduled release dates, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140311006569/en/>

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