



Hell Freezes Over -- Diablo® III to Ship in Early 2012

Blizzard Entertainment extends beta test for hotly anticipated action role-playing game

IRVINE, Calif.--(BUSINESS WIRE)-- Despite a sterling record of always hitting its release targets, Blizzard Entertainment, Inc. today announced that the expected launch window for *Diablo® III*, the next title in the company's critically acclaimed series of action role-playing games, will be moving into early 2012.

"With every game we make, the temptation is always very strong to launch as soon as possible. However, we didn't put so many years of work into *Diablo III* to release a game that was almost ready," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "The beta test is going very well, and we look forward to making the most of the extra time we're taking to deliver an experience that lives up to our vision for the game and the expectations of our players. Next year is going to be an incredibly busy one for Blizzard, and we hope an incredibly fun one for Blizzard gamers."

Blizzard will use the additional time to extend the *Diablo III* closed beta test, which began September 20, potentially adding more testers than initially projected. Players who have an active Battle.net® account with any Blizzard game attached to it should visit Battle.net account management to opt in for a chance to participate in the beta test. Additional testing phases, as well as further details regarding the launch plans for the game, will be announced on the company's *Diablo III* community website: www.Diablo3.com.

For more information about *Diablo III*, please contact Rob Hilburger in Blizzard public relations (rhilburger@blizzard.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 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, declines in software pricing, product returns and price protection, product delays, retail acceptance of Blizzard Entertainment's products, competition from the used game market, industry competition and competition from other forms of entertainment, rapid changes in technology, industry standards and consumer preferences, including interest in specific genres such as real-time strategy, action—role-playing and massively multiplayer online games, protection of proprietary rights, litigation against Blizzard Entertainment, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, including the ability to attract, retain and develop key personnel and developers who can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section 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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