



World of Warcraft®: Cataclysm™ Shatters PC Game Sales Record

*Latest expansion for Blizzard Entertainment's massively multiplayer online role-playing game reaches a record 3.3 million copies sold through as of its first 24 hours of release **

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that *World of Warcraft®: Cataclysm™*, the third expansion for the critically acclaimed massively multiplayer online role-playing game (MMORPG), sold through more than 3.3 million copies as of its first 24 hours of release, making it the fastest-selling PC game of all time. * This milestone eclipses the previous record of more than 2.8 million copies sold in 24 hours, set in November 2008 by Blizzard's second *World of Warcraft* expansion, *Wrath of the Lich King®*.

World of Warcraft: Cataclysm was simultaneously released in the United States, Canada, Mexico, Argentina, Chile, Europe, Russia, Southeast Asia, Australia, and New Zealand on December 7, and became available in Korea and the regions of Taiwan, Hong Kong, and Macau on December 9. More than 10,000 stores throughout the world opened their doors at midnight to welcome players who wanted to be among the first to obtain a copy of the expansion. In addition, approximately 15,000 players attended official launch events hosted by Blizzard and key retail partners in the US, Canada, France, Germany, Russia, Sweden, the Netherlands, Spain, the UK, and the region of Taiwan.

"We had to bring Azeroth to the brink of destruction in *Cataclysm*, but the result was our best expansion yet," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We want to thank all of our new, existing, and returning players throughout the world for their incredible enthusiasm and support, and we look forward to hearing what they think about all the new content."

"*World of Warcraft: Cataclysm* delivered even bigger day-one sales than we experienced with *StarCraft® II: Wings of Liberty™* in July," said Bob McKenzie, senior vice president of merchandising at GameStop, "making this a record year for Blizzard Entertainment at GameStop."

Prior to the launch of *Cataclysm*, *World of Warcraft's* subscriber population had grown to more than 12 million players globally, further strengthening the game's position as the world's most popular subscription-based MMORPG. More information about the new expansion can be found at the official *Cataclysm* website: <http://www.blizzard.com/games/cataclysm/>.

To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard Entertainment® games, the company is currently hiring for numerous open positions. More information on career opportunities available at Blizzard Entertainment can be found at www.blizzard.com/jobs.

**Based on internal company records and reports from key distribution partners. Includes digital pre-sales.*

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft®* and the *Warcraft®*, *StarCraft®*, and *Diablo®* series, 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 thirteen #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.

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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