



BlizzCon® 2010 Gaming Convention Brings Global Gamers Together

IRVINE, CA, Oct 26, 2010 (MARKETWIRE via COMTEX News Network) -- BlizzCon(R) 2010, Blizzard Entertainment's two-day gaming festival celebrating the Warcraft(R), StarCraft(R), and Diablo(R) game universes and their global player communities, kicked off Friday, October 22, at the Anaheim Convention Center in Anaheim, California. Attendees of the sold-out show played the latest versions of Blizzard Entertainment(R) games, spoke with developers in discussion panels, witnessed live top-tier tournament competition, and met with fellow gamers and friends.

Jay Mohr returned to act as master of ceremonies for the community contests on Friday, including the popular dance and costume competitions, and the show closed Saturday evening with an epic concert featuring the duo that has been hailed by its own members as the greatest band in the world, Tenacious D -- otherwise known as Jack Black and Kyle Gass. The band performed an earth-shattering set that included the debut of new and soon-to-be-legendary songs.

"We are proud to have hosted a truly entertaining and informative convention experience to all this year's attendees, as well as those who joined us remotely from around the world," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "BlizzCon offers a great opportunity for us to meet our players and share the latest news about Blizzard games with them, and with a little help from Tenacious D, we're sure this year's show was one the audience will never forget."

BlizzCon would not have been possible without the enthusiasm of Blizzard Entertainment gamers around the world and the generous support of the event's sponsors, who provided demo-station hardware, peripherals, and more. This year's platinum-level sponsors were ASUS, DIRECTV, Intel, and NVIDIA; the gold-level sponsors were Antec, Razer, Western Digital, SteelSeries, and Vasco.

For more info about BlizzCon 2010 or to view and download exclusive broadcast quality event footage, highlights and b-roll packages, including new gaming footage and celebrity sound bites, as well as other press materials including hi-res event images, logos, and press kits for your free and unrestricted use, visit NewsInfusion.com/blizzcon2010.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including World of Warcraft(R) and the Warcraft(R), StarCraft(R), and Diablo(R) 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 twelve #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 players.

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1402546

Youtube Video Available: http://www2.marketwire.com/mw/frame_mw?attachid=1402538

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