



## Blizzard Entertainment Begins Closed Beta Testing of StarCraft® II: Wings of Liberty™

IRVINE, Calif., Feb 17, 2010 (BUSINESS WIRE) -- Blizzard Entertainment announced today that the closed beta test for its highly anticipated real-time strategy game, *StarCraft*<sup>(R)</sup> II: *Wings of Liberty*<sup>(TM)</sup>, has begun. Thousands of gamers around the world have started to receive invitations from the company to participate in the first phase of the beta test. In addition to providing feedback on the multiplayer balance of *StarCraft II*, testers are also getting a first look at Blizzard Entertainment's revamped Battle.net<sup>(R)</sup> service, which will be the online platform for *StarCraft II*, *World of Warcraft*<sup>(R)</sup>, and future Blizzard Entertainment<sup>(R)</sup> games.

"Gathering concentrated feedback from our players is an important step for us as we head into the final stretch of development for *StarCraft II* and the new Battle.net service," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We look forward to having our players' help in polishing the overall experience and preparing for launch."

*StarCraft II: Wings of Liberty* is the sequel to Blizzard Entertainment's 1998 hit *StarCraft*, which has been hailed by players and critics worldwide as one of the top real-time strategy games of all time. Sporting a vibrant new 3D-graphics engine, *StarCraft II* will once again center on the clash between the protoss, terrans, and zerg, with each side deploying legions of veteran, upgraded, and brand-new unit types. *StarCraft II: Wings of Liberty* is currently slated to ship in the first half of 2010.

In addition, Blizzard Entertainment will again offer unparalleled online play through Battle.net, the company's world-renowned gaming service. A new version of Battle.net will be launched alongside *StarCraft II* with several enhancements and new features to establish it as the premier online gaming destination for Blizzard gamers.

For more information on *StarCraft II* and the beta test, please visit the official *StarCraft II* website at <http://www.starcraft2.com>. To set up a Battle.net account and sign up for a chance to participate in the *StarCraft II* beta test, please visit the official Battle.net website at <http://www.battle.net>.

For press inquiries, please contact Bob Colayco in Blizzard Entertainment public relations at [bcolayco@blizzard.com](mailto:bcolayco@blizzard.com) or (949) 955-1380 x12528.

### About Blizzard Entertainment, Inc.

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

**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 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, 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, and the other 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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