



Ozzy Osbourne to Rock BlizzCon® 2009

Heavy Metal Icon to Perform before a Sold-Out Crowd at Blizzard Entertainment's Epic Gaming Festival

IRVINE, Calif., Aug 11, 2009 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced that the Prince of Darkness, Ozzy Osbourne, will headline the closing concert at this year's BlizzCon^(R), which will take place August 21-22 at the Anaheim Convention Center. While tickets to the convention sold out in minutes, a live Pay Per View event will be available via Internet stream and in HD on DIRECTV.

The largest event of its kind, BlizzCon is a celebration of Blizzard Entertainment's *Warcraft*^(R), *Diablo*^(R), and *StarCraft*^(R) game universes and the global player communities surrounding them. At the closing ceremony on August 22, Ozzy will unleash a thunderous spectacle of rock to put the Lich King in his place and cement his own title as the one true Prince of Darkness.

One of the most influential rock musicians of all time, Ozzy Osbourne rose to prominence as the lead vocalist for Black Sabbath before embarking on a multi-platinum solo career. He is also known for putting on the Ozzfest music festival and for starring in his own reality TV show. Ozzy Osbourne's career has spanned four decades and his music is as relevant today as ever. The Grammy Award-winning Rock and Roll Hall of Famer has sold over 100 million albums worldwide--50 with Black Sabbath and as many as a solo artist--and in 2003 was honored with a star on Hollywood Boulevard's "Walk of Fame." This is his second collaboration with Blizzard Entertainment, following a recent TV spot for *World of Warcraft*^(R).

"Our goal with BlizzCon is to deliver an unforgettable weekend of entertainment, and we can't think of a better way to close out this year's show than having Ozzy rock the house," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Many of us at Blizzard are lifelong fans of Ozzy's music, and we're thrilled that he'll be performing for all of our BlizzCon attendees as well as those joining us via DIRECTV and the live Internet stream."

In addition to serving as a gathering place for the different Blizzard Entertainment gaming communities, BlizzCon will offer an array of activities, including discussion panels, hands-on playtime with upcoming games, contests, tournaments showcasing the skills of top eSports gamers from around the world, and more. While tickets to the convention are currently sold out, the live Pay Per View event can still be ordered for \$39.95 USD, and is available via DIRECTV and Internet stream (pricing and availability may vary by region). Visit www.blizzcon.com for more details and ordering information.

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 available career opportunities can be found at www.blizzard.com/jobs. As BlizzCon draws closer, further details about the show will be announced at www.blizzcon.com.

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 eleven #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 users.

For press inquiries, please contact Shon Damron in Blizzard Entertainment public relations at sdamron@blizzard.com or (949) 854-5100.

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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