



## Starcraft® II: Wings of Liberty™ in Stores Now

***Highly anticipated sequel to Blizzard Entertainment's sci-fi real-time strategy game launches around the world***

IRVINE, Calif., Jul 27, 2010 (BUSINESS WIRE) -- Following several years of development and an extensive beta test that resulted in focused feedback from thousands of players worldwide, Blizzard Entertainment is pleased to announce that *StarCraft® II: Wings of Liberty™* is now on sale in North America, Europe, South Korea, Australia, New Zealand, Russia, Brazil, Chile, Argentina, Singapore, Indonesia, Malaysia, Thailand, the Philippines, and the regions of Taiwan, Hong Kong, and Macau. To celebrate the launch with players, Blizzard Entertainment hosted retail launch parties in 12 cities around the world. For video assets from these events, visit [www.newsinfusion.com/starcraft2](http://www.newsinfusion.com/starcraft2).

*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 3D-graphics engine, *StarCraft II* once again centers on the clash between the protoss, terrans, and zerg, with each side deploying legions of veteran, upgraded, and new unit types. Unparalleled online play for *StarCraft II* is available through a new version of Battle.net<sup>(R)</sup>, Blizzard Entertainment's world-renowned gaming service. Battle.net has been redesigned from the ground up to be the premier online gaming destination for Blizzard gamers, with several enhancements and new features, such as voice communication, cloud file storage, leagues and ladders, achievements, stat-tracking, and more.

"We've worked hard to deliver an epic continuation of the *StarCraft* story line as well as the ultimate competitive real-time strategy game with *StarCraft II: Wings of Liberty*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Combined with the next-generation online environment of the new Battle.net, we believe players will agree that *StarCraft II* offers an experience unlike anything we've ever created, and we're excited to finally be able to share it with them."

The solo campaign for *StarCraft II: Wings of Liberty* picks up the saga where it left off in *StarCraft: Brood War®*. The story line chronicles the exploits of marshal-turned-rebel-leader Jim Raynor and features both familiar faces and new heroes. Players can tailor the experience, choosing their own mission path and selecting technology and research upgrades to suit their playing style throughout the 29-mission campaign. Several challenge missions are also included, with focused goals designed to ease players into the basics of multiplayer strategies.

*StarCraft II: Wings of Liberty* is available on DVD-ROM for Windows<sup>(R)</sup> XP / Windows Vista<sup>(R)</sup> / Windows<sup>(R)</sup> 7 and Macintosh<sup>(R)</sup>. The standard edition sells for a suggested retail price of \$59.99 and will also be available as of 10 a.m. PDT today as a digital purchase at [www.starcraft2.com](http://www.starcraft2.com). The special Collector's Edition package, available only at retail stores at a suggested price of \$99.99, includes the following bonus items in addition to the game disc:

- *The Art of StarCraft II: Wings of Liberty*, a 176-page book featuring artwork from the game
- An exclusive 2GB USB flash drive replica of Jim Raynor's dog tag, which comes preloaded with the original *StarCraft* and the *StarCraft: Brood War®* expansion set
- A behind-the-scenes DVD containing over an hour of developer interviews, cinematics with director's commentary, and more
- The official *StarCraft II: Wings of Liberty* soundtrack CD, containing 14 epic tracks from the game along with exclusive bonus tracks
- *StarCraft* comic book issue #0, a prequel to the comic series
- A *World of Warcraft®* mini Thor in-game pet that can be applied to all *World of Warcraft* characters on a single Battle.net account
- Exclusive Battle.net downloadable content, including special portraits for your Battle.net profile, decals to customize your units in-game, and a visually unique version of the terran Thor unit

For more information on *StarCraft II: Wings of Liberty*, visit the official website at [www.blizzard.com/games/sc2/](http://www.blizzard.com/games/sc2/).

## **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft* and the *Warcraft*, *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 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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