



Hearthstone®: Heroes of Warcraft™ Goes Fully Mobile

Blizzard Entertainment's acclaimed free-to-play strategy card game now available on iOS® and Android™ mobile phones

IRVINE, Calif.--(BUSINESS WIRE)-- Calling all mobile duelists, it's time to take your decks on the go—*Hearthstone®: Heroes of Warcraft™* is now playable on iOS® and Android™ mobile phones. This version features an all-new interface specially crafted for smaller screens, making it easier than ever to keep the fun of *Hearthstone* at your fingertips.

"We're excited to welcome mobile gamers to the *Hearthstone* community," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "*Hearthstone*'s quick, super-accessible gameplay is perfect for gaming on the go, and with the mobile versions it's incredibly easy to jump into a match and have some fun."

Hearthstone: Heroes of Warcraft is a fast-paced, easy-to-learn digital card game for players of every skill level. *Hearthstone* offers a wide variety of ways to play, whether you want to prove your prowess in ranked matches, test your chops as a deck-builder in the Arena, battle crafty A.I. opponents to win new cards in the Solo Adventures, or challenge your friends to a duel.

The mobile version of *Hearthstone* brings all of the exciting features and content available in the Windows®, Mac®, and tablet versions of the game, including *Goblins vs Gnomes™*, *Curse of Naxxramas™*, and the newly released *Blackrock Mountain™*. As with the other versions of the game, players will have full access to their existing card collection when they log in to the game on their mobile phones.

In celebration of *Hearthstone* now being more portable than ever, anyone who completes one game in any mode on their mobile phone will receive one free Classic card pack from the original *Hearthstone* set. (Players who download *Hearthstone* on their iPad® or Android tablet and finish a game for the first time also receive a free Classic card pack.) Win or lose, that free card pack is yours just by playing a game in Play, Arena, or Practice mode.

Visit playhearthstone.com to learn more about *Hearthstone*, then head to the Google Play™ store or Amazon Appstore for Android, or Apple® App Store™ for iOS, to download the game for free and start dueling!

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft®* and the *Warcraft®*, *StarCraft®*, and *Diablo®* franchises, 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 nineteen #1 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.

**Sales and/or downloads. Based on internal company records and reports from key distribution partners.*

Apple, Mac, iOS, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries.

Android is a trademark of Google, Inc.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future, including statements about the mobile version of *Hearthstone: Heroes of Warcraft*, are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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 unanticipated product delays and other factors identified in the risk factors sections 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150414006852/en/>

Blizzard Entertainment, Inc.
Rob Hilburger
VP, Global Communications
949-242-8404
rhilburger@blizzard.com

or
Emil Rodriguez
Director, Global PR
949-955-1380 x12064
elrodriguez@blizzard.com

or
Lyndsi Achucarro
Associate PR Manager
949-955-1380 x12650
lachucarro@blizzard.com

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media