



## BlizzCon® 2011 Tickets on Sale May 21 and May 25

*Exclusive coverage of Blizzard Entertainment's epic two-day gaming festival also available through multichannel Internet stream and DIRECTV*

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that tickets for its sixth [BlizzCon®](#) gaming convention will go on sale in two batches on **Saturday, May 21** and **Wednesday, May 25**. In addition, a limited number of tickets to an exclusive pre-BlizzCon dinner to benefit Children's Hospital of Orange County will go on sale **Saturday, May 28**.

BlizzCon is a celebration of the global communities surrounding Blizzard's *Warcraft®*, *Diablo®*, and *StarCraft®* game universes. The event once again offers players a valid reason to skip work on a Friday when it returns to the Anaheim Convention Center this year on October 21 and 22. Gamers around the world will also have the option to enjoy BlizzCon from the comfort of their own home by ordering a BlizzCon Virtual Ticket, which offers comprehensive live coverage of the event streaming online and also on DIRECTV in the United States.

"We love being able to meet directly with our players, and since BlizzCon is one of the rare opportunities we get to do that, we always pack as much information and entertainment as we can into the show," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "This year will be no different -- whether you're with us in Anaheim or joining from home, be prepared for two days of Blizzard gaming and good times with the most passionate community in the world."

In addition to serving as a mutual stomping ground for the different Blizzard communities, BlizzCon will feature an array of activities, including discussion panels, hands-on playtime with current and upcoming Blizzard Entertainment games, professional and casual tournaments, contests, and much more. Blizzard is looking forward to learning more about its own games from Red Shirt Guy if he can make it to the show again this year.

Tickets to the convention will be priced at \$175 USD each and will be available for purchase from the official BlizzCon website ([www.blizzcon.com](http://www.blizzcon.com)) in two separate batches on **Saturday, May 21 at 10 a.m. Pacific time** and **Wednesday, May 25 at 7 p.m. Pacific time**.

Tickets to the BlizzCon Benefit Dinner, which include admission to BlizzCon, will be priced at \$500 USD each, with proceeds going to Children's Hospital of Orange County. Taking place the evening of Thursday, October 20, this exclusive event offers guests an opportunity to rub elbows and trade war stories with Blizzard game developers and other employees before the show. Approximately 200 tickets to the benefit dinner will be available for purchase beginning **Saturday, May 28 at 10 a.m. Pacific time** through [www.blizzcon.com](http://www.blizzcon.com).

Gamers around the world will also have the option to purchase a BlizzCon Virtual Ticket priced at \$39.99 USD (pricing may vary by region). The Virtual Ticket grants access to comprehensive live HD coverage from the show floor on each day of the convention, including exclusive interviews, demos, and more. Virtual Ticket coverage will be available to viewers globally as a multichannel Internet stream and also via Pay-per-View on DIRECTV in the United States. DIRECTV customers who order the televised event will receive the multichannel Internet stream at no extra charge, allowing them to watch in the format of their choice. Those who order the BlizzCon Virtual Ticket will also receive this year's BlizzCon-exclusive *World of Warcraft®* and *StarCraft II* in-game items (availability may vary by region), to be revealed at a later date. Limited streaming coverage of the BlizzCon opening ceremony and certain BlizzCon tournaments will be available via the Internet for free.

As BlizzCon draws closer, further details about the show, including ordering and programming information for the BlizzCon Virtual Ticket, will be announced at [www.blizzcon.com](http://www.blizzcon.com).

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](http://www.blizzard.com/jobs).

### **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](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 thirteen #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net<sup>®</sup>, is one of the largest in the world, with millions of active players.

### **About DIRECTV**

DIRECTV (NASDAQ: DTV) is the world's largest pay TV provider delivering the premiere video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 28 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.2 million customers access to more than 160 HD channels and Dolby-Digital<sup>®</sup> 5.1 theater-quality sound (when available), access to exclusive sports programming such as NFL SUNDAY TICKET<sup>™</sup>, award winning technology like its DIRECTV<sup>®</sup> DVR Scheduler and higher customer satisfaction than the leading cable companies for ten years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 9 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 65 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please call 1-800-DIRECTV or visit [directv.com](http://directv.com)

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, increasing concentration of titles, shifts in consumer spending trends, the impact of the current macroeconomic environment and market conditions within the video game industry, 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, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as real time strategy, role playing and massively multiplayer online games, protection of proprietary rights, 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, potential challenges associated with geographic expansion, and the other factors identified in the risk factors sections of the most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q filed by Activision Blizzard, Inc., Blizzard Entertainment's parent company. 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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