



## Blackrock Mountain™ Roars to Life!

*Second Hearthstone®: Heroes of Warcraft™ Adventure brimming with hot new cards and bosses*

IRVINE, Calif.--(BUSINESS WIRE)-- The first wing of *Blackrock Mountain*, the fiery new Adventure for *Hearthstone®: Heroes of Warcraft™* has opened! *Blackrock Mountain* pits players against a host of iconic hot-tempered foes across five challenging, magma-packed wings. Players who can handle the heat will be rewarded with a host of new cards to add to their collection.

In *Blackrock Mountain*, *Hearthstone* players find themselves amid a war between powerful forces battling for control of the legendary mountain. Deep within the mountain's core, duelists go toe-to-toe against fierce minions, including Dark Iron dwarves, fire elementals, and dragons, while facing off against legendary menaces from the *Warcraft®* universe, such as Ragnaros the Firelord. Card-slingers who extinguish these villains will reap a mighty reward—31 scorching new cards inspired by the mountain and its denizens, bringing a wealth of new tactical options to the ever-evolving *Hearthstone* metagame.

"Adventure Mode challenges players to think outside of the box and come up with creative new strategies," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "After the new bosses and unique mechanics in *Blackrock Mountain* put their skills to the test, we can't wait to see how players use all the new cards in their decks."

The first wing of *Blackrock Mountain*—Blackrock Depths—opens today, with one additional wing opening each of the following weeks throughout April. Each of the Adventure's five wings is available for purchase separately for 700 gold or \$6.99 per wing. For those brave enough to take on the Mountain in its entirety, a complete *Blackrock Mountain* bundle package is also available for \$24.99.

*Blackrock Mountain* is available now in the Americas region for Windows®, Mac®, iPad®, and Android™ and Windows 8 tablet and will be available April 3 in the Europe and Asia regions. *Hearthstone: Heroes of Warcraft* and *Blackrock Mountain* are coming soon to mobile phones. For more information, visit [www.playhearthstone.com](http://www.playhearthstone.com).

With multiple games in development, Blizzard Entertainment has numerous positions currently available—visit <http://jobs.blizzard.com> for more information and to learn how to apply.

### **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 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.*

**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 scheduled release dates for the remaining wings of the *Blackrock Mountain* Adventure for *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.

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