



BlizzCon® 2013 Tickets On Sale April 24 and April 27

Blizzard warning in effect for Southern California!

Massive Warcraft®, StarCraft®, and Diablo® community gathering coming to Anaheim Convention Center November 8—9

IRVINE, Calif.--(BUSINESS WIRE)-- Get ready for a storm of epic proportions! Blizzard Entertainment, Inc. today announced that tickets for its seventh **BlizzCon®** gaming convention will go on sale in two batches on **April 24** and **April 27**. 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 **May 1**.

Set to tear through the Anaheim Convention Center this November 8 and 9, BlizzCon is a thundering celebration of all things *Warcraft®*, *Diablo®*, and *StarCraft®*. The annual-ish two-day community gathering features in-depth discussion panels with Blizzard developers, hands-on play time with the latest Blizzard games, and tons of other exciting events and activities. As announced earlier this week, BlizzCon 2013 will also host the *StarCraft II* World Championship Series Global Finals—a high-stakes showdown where the top pro players in the world will battle for the right to be crowned *StarCraft II* World Champion.

"We love having the opportunity to hang out with our players at BlizzCon, and it's always awesome to see the greatest gaming community on earth swarm Anaheim," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We look forward to delivering two full days of gaming, activities, and other entertainment, and we can't wait to show some of the exciting projects we've been working on."

Tickets to attend the convention will be priced at \$175 USD each and will be available for purchase from the official BlizzCon website (www.blizzcon.com) in two separate batches. The first batch goes on sale **Wednesday, April 24 at 7 p.m. Pacific time**, and the second batch goes on sale **Saturday, April 27 at 10 a.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 (<http://www.choc.org>). Taking place the evening of November 7, this exclusive event offers guests an opportunity to /eat, /drink, and /lol with Blizzard game developers, community managers, and other folks from Blizzard before the show. Approximately 200 tickets to the benefit dinner will be available for purchase beginning **Wednesday, May 1 at 7 p.m. Pacific time** through www.blizzcon.com.

Gamers from the far reaches of Azeroth, the Koprulu sector, or Sanctuary looking to enjoy BlizzCon from the comfort of their own home will once again have the option to order a BlizzCon Virtual Ticket, offering comprehensive live coverage of the event via a multi-channel Internet stream. Further details on the Virtual Ticket, including pricing, availability, and programming information, will be announced at a later date.

As BlizzCon draws closer, more information about the show will be posted at 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 jobs.blizzard.com.

For press inquiries, please contact Emil Rodriguez in Blizzard Entertainment public relations at elrodriguez@blizzard.com.

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 sixteen #1-selling 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.

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 dates and event plans for BlizzCon 2013 and the BlizzCon Virtual Ticket, 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.

Blizzard Entertainment
Emil Rodriguez, 949-955-1380, x. 12064
elrodriguez@blizzard.com

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media