



SoCal Punk Legends Blink-182 to Close out BlizzCon® 2013

IRVINE, Calif.--(BUSINESS WIRE)-- Thousands of gamers are about to come to a party and celebrate all the big things (and all the small things too) . . . and maybe even fall in love with a gnome at a rock show when legendary Southern California punk rock trio Blink-182 headlines the closing concert at Blizzard Entertainment's sold-out BlizzCon® gaming convention, taking place November 8—9 at the Anaheim Convention Center.



Blink-182 (Photo: Business Wire)

Acclaimed worldwide for their influential and groundbreaking pop-punk sound, Blink-182 has achieved massive critical and commercial success, with over 35 million albums sold. Their third album, *Enema of the State*, went quintuple platinum and catapulted the band into superstardom.

Unfortunately for fans of Blink-182's "What's My Age Again?" video, Anaheim city ordinances strictly forbid the band from running naked through the streets around the convention center. BlizzCon attendees are kindly asked to adhere to the same policy.

"After two days of hard work watching games and playing games and talking about games, we can't think of a better way to kick back and relax than to have your face melted by Blink-182," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're thrilled to

have such an awesome band helping us bring BlizzCon to an epic conclusion."

"Nothing beats touring and playing in front of a live crowd," said Tom DeLonge, Blink-182 guitarist and vocalist. "Our roots are in Southern California, so playing at BlizzCon will be like having a show in our own backyard—only with a couple thousand more orcs and elves in loincloths and bikini armor."

BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment's *Warcraft*®, *Diablo*®, and *StarCraft*® game universes. The show will have an array of activities, including discussion panels, competitive and casual tournaments, contests, hands-on playtime with current and upcoming Blizzard Entertainment games, and more.

While tickets to the convention are no longer available, viewers at home can join the excitement by ordering a [BlizzCon Virtual Ticket](#), which offers comprehensive live coverage of both days of the event, including Blink-182's performance, via multi-channel HD Internet stream for \$39.99 USD (pricing and availability may vary by region).

DIRECTV customers in the United States can order the BlizzCon 2013 Pay Per View event, priced at \$49.99 USD, which includes access to the Virtual Ticket online stream. Visit www.directv.com/blizzcon for more details.

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. As BlizzCon draws closer, further details about the show will be announced at www.blizzcon.com.

About Blizzard Entertainment

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.

**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 BlizzCon 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131031005532/en/>

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News Provided by Acquire Media