



BlizzCon® 2011 Begins This Week

BlizzCon® Virtual Ticket allows viewers at home to watch sold-out show, including closing concert featuring Foo Fighters, on October 21-22

IRVINE, Calif.--(BUSINESS WIRE)-- [BlizzCon® 2011](#), Blizzard Entertainment's two-day festival celebrating the *Warcraft®*, *StarCraft®*, and *Diablo®* game universes and their global player communities, begins on Friday, October 21, at the Anaheim Convention Center in Anaheim, CA. The sold-out show features a wide range of events and activities, including discussion panels with developers of Blizzard Entertainment games; intense eSports competition featuring top pro gamers from around the world; costume and dance contests hosted by comedian Jay Mohr; and an epic rock concert headlined by the multi-platinum, Grammy Award-winning Foo Fighters.

While tickets to BlizzCon sold out in seconds, viewers can watch at home by ordering a [BlizzCon Virtual Ticket](#), offering over 50 hours of comprehensive live HD coverage of the event (including Foo Fighters' performance) across four channels globally over the Internet. Those who order a Virtual Ticket will also receive this year's BlizzCon-exclusive *World of Warcraft®* in-game pet, the fearsome-ish Murkablo, as well as a yet-to-be-revealed *StarCraft® II* in-game gift. DIRECTV® customers in the United States can also order BlizzCon 2011 as a Pay Per View event and receive a Virtual Ticket for free. Limited streaming coverage of the BlizzCon opening ceremony and certain BlizzCon tournaments will be available via the Internet for free. More information on the Virtual Ticket can be found at www.blizzcon.com/live-stream/.

"Every BlizzCon, we look forward to meeting up with our players and sharing the latest news about our games with the world," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We've put together a great lineup of events this year, capped off with an awesome Foo Fighters show, and we can't wait to provide attendees and everyone joining us from home with an unforgettable weekend."

Previous BlizzCons have featured a variety of exciting events and announcements, including the unveiling of *World of Warcraft: Cataclysm*, the first-ever public hands-on with *Diablo III*, and epic rock performances by Ozzy Osbourne and Tenacious D.

This week, Blizzard Entertainment also launched a series of special charity auctions giving game enthusiasts a unique chance to own a piece of *World of Warcraft* history -- original Hewlett Packard® ProLiant server blades that once housed hundreds of different realms across North America and Europe. The net proceeds from the auction will benefit [St. Jude Children's Research Hospital®](#), one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases. Interested buyers can find more information on the auction schedule as well as a detailed FAQ at www.ebay.com/blizzard.

BlizzCon would not be possible without the enthusiasm of Blizzard Entertainment gamers around the world and the generous support of the event's sponsors, who provide demo-station hardware, peripherals, and more. This year's sponsors are Intel, NVIDIA, ASUS, LG Electronics, Antec, SteelSeries, DIRECTV, Razer, and VASCO Data Security.

Anyone attending BlizzCon who is interested in pursuing career opportunities at Blizzard Entertainment should bring their resumes, portfolios, or business cards. Members of different Blizzard teams will be on hand to review materials and discuss any job-related questions. More information on available career opportunities can be found at <http://jobs.blizzard.com> or on Twitter at <http://twitter.com/@BlizzardCareers>.

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 thirteen #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 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, shifts in consumer spending trends, the impact of the current macroeconomic environment, 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, competition from the used game market, industry competition and competition from other forms of entertainment, rapid changes in technology, industry standards and consumer preferences, including interest in specific genres such as real-time strategy, action—role-playing and massively multiplayer online games, protection of proprietary rights, litigation against Blizzard Entertainment, 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, and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section 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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