



## World of Warcraft®: Cataclysm™ in Stores Now

*Highly anticipated third expansion to the critically acclaimed massively multiplayer online role-playing game launches around the world this week*

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that *World of Warcraft®: Cataclysm™*, the highly anticipated third expansion for the world's most popular subscription-based massively multiplayer online role-playing game, is now on sale in stores throughout North America, Europe, Argentina, Chile, Russia, Southeast Asia, Australia, and New Zealand, and will be available beginning December 9 in Korea and the regions of Taiwan, Hong Kong, and Macau.

The expansion can now be purchased at retail stores on DVD-ROM for Windows® XP/Windows Vista®/Windows® 7 and Macintosh® at a suggested retail price of \$39.99 USD. A special Collector's Edition packed with bonus items is also available exclusively from retailers for a suggested retail price of \$79.99 USD. *World of Warcraft: Cataclysm* is also offered as a digital download through Battle.net® account management ([www.battle.net/account/management](http://www.battle.net/account/management)) for \$39.99 USD.

"*Cataclysm* adds an incredible amount of new content for players to explore, revitalizing the game world and building on everything we've learned since *World of Warcraft* launched over six years ago," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We thank all of our beta testers for helping make this our best expansion yet, and we're looking forward to seeing everyone in the new Azeroth."

In *World of Warcraft: Cataclysm*, the corrupted Dragon Aspect Deathwing has returned, and the world has been reshaped by the devastation left in his wake. In an effort to survive the planet-shattering cataclysm, two new playable races -- worgen and goblins -- join the struggle between the Alliance and the Horde. Players can now begin their journey to the new level cap of 85, discover newly revealed locations, acquire new levels of power, and come face to face with Deathwing in a battle to determine the fate of the world.

For more information on *World of Warcraft: Cataclysm*, visit the official website at <http://www.worldofwarcraft.com/cataclysm/>.

### **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft* and the *Warcraft*, *StarCraft®*, and *Diablo®* series, 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 twelve #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.

Blizzard Entertainment, Inc.

Lisa Jensen

Vice President, Global PR

949-854-6200 dir

949-854-7900 fax

[ljensen@blizzard.com](mailto:ljensen@blizzard.com)

or

Rob Hilburger

Director, Public Relations

949-955-1380 x13228 dir

949-854-7900 fax

[rhilburger@blizzard.com](mailto:rhilburger@blizzard.com)

or

Shon Damron

Manager, Public Relations

949-955-1380 x12508 dir

949-854-7900 fax

[sdamron@blizzard.com](mailto:sdamron@blizzard.com)

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