



Get Ready for BlizzCon® 2018

April 9, 2018

Blizzard Entertainment's celebration of games, esports, and community returns to the Anaheim Convention Center November 2 and 3—tickets on sale in May

The action kicks off with thrilling esports competition during BlizzCon Opening Week, taking place October 25–29 at Blizzard Arena Los Angeles

IRVINE, Calif.--(BUSINESS WIRE)--Apr. 9, 2018-- Team up with your friends and family and get ready for a journey to Southern California for [BlizzCon® 2018](#), Blizzard Entertainment's epic celebration of games and esports and the communities that bring them to life. Tickets to the main event, taking place at the Anaheim Convention Center on November 2 and 3, will go on sale on two dates: **Wednesday, May 9**, and **Saturday, May 12**.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180409005869/en/>

BlizzCon is one of the biggest gaming events of the year, giving gamers everywhere a chance to connect and geek out over their shared passion, learn more about Blizzard's worlds and games directly from the creators, cheer on their favorite esports stars through world-class competition, and much more. Last year's sold-out show once again drew a maximum-capacity crowd to the Anaheim Convention Center, with millions more watching online via free live streams and the BlizzCon Virtual Ticket.

This year's event will again commence with the esports action of BlizzCon Opening Week, taking place at Blizzard Arena Los Angeles from October 25 to 29, where the initial rounds of the *StarCraft® II* World Championship Series Global Finals, the *Heroes of the Storm®* Global Championship Finals, and *World of Warcraft®* Arena World Championship Finals will unfold. The competitions will culminate in Anaheim on November 2 and 3, where the champions of these tournaments along with those of the *Overwatch®* World Cup and *Hearthstone®* Global Games will be crowned.

"BlizzCon is our favorite time of the year at Blizzard," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "It's our chance to meet and really get to know the people behind the terran commanders, demon hunters, and Tracer mains we play with every day—to share our passion for games and esports with each other, and celebrate what being in the Blizzard community is all about. We can't wait to see everyone at the show."

The first BlizzCon ticket sale will take place Wednesday, May 9, at 7:00 p.m. PDT; the second ticket sale is scheduled for Saturday, May 12, at 10:00 a.m. PDT. Tickets can be purchased for \$199 USD each (plus applicable taxes and fees) through the online ticketing service [Universe](#). Tickets include two-day admission to the main event in Anaheim on November 2 and 3, and attendees will receive a commemorative BlizzCon goody bag containing a cache of loot for their favorite Blizzard games. Visit www.blizzcon.com for complete details.

An exclusive dinner to benefit [CHOC Children's](#), a pediatric health system in Orange County, California, will take place the evening of Thursday, November 1. Attendees will have an opportunity to meet Blizzard developers, artists, and community representatives, all while supporting a great cause. Tickets to the benefit dinner, which include BlizzCon admission, are limited in number and will go on sale Wednesday, May 16, at 7:00 p.m. PDT for \$750 each. Blizzard Entertainment will donate the net proceeds from the event to CHOC Children's.

For the first time, esports fans heading to Southern California for BlizzCon will have an opportunity to attend BlizzCon Opening Week in person. A limited number of tickets to Opening Week events at Blizzard Arena Los Angeles in Burbank, California, will go on sale later this year—further details will be announced in the months ahead.

Gamers around the globe who aren't able to attend in person will have the chance to enjoy BlizzCon from just about anywhere via the Virtual Ticket, which offers live streaming coverage of the event and a variety of bonus content, including this year's BlizzCon in-game items. More details on the BlizzCon 2018 Virtual Ticket, including pricing, availability, and programming information, will be announced at a later date.

Prospective BlizzCon attendees can make advance hotel reservations now and receive special BlizzCon rates by booking through the [BlizzCon hotel website](#).

To keep up on the latest BlizzCon 2018 news, visit the official site at www.blizzcon.com.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft®*, *Hearthstone®*, *Overwatch®*, the *Warcraft®*, *StarCraft®*, and *Diablo®* franchises, and the multi-franchise *Heroes of the Storm®*, 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 twenty-one #1 games* and multiple Game of the Year awards. The company's online gaming service, *Blizzard 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 the dates regarding BlizzCon 2018 and BlizzCon Opening Week, and availability of 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.

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