



Play and Party at BlizzCon® 2015

Blizzard Entertainment's massive gaming convention and community celebration takes over the Anaheim Convention Center November 6-7

Tickets on sale April 15 and April 18

IRVINE, Calif.--(BUSINESS WIRE)-- Get ready for two days of nonstop Blizzard gaming with a few thousand of your closest friends. Blizzard Entertainment today announced that its ninth [BlizzCon®](#) will be turning the Anaheim Convention Center into community central for all Blizzard games on **Friday, November 6** and **Saturday, November 7**, with tickets going on sale in two batches on **April 15** and **April 18**.



BlizzCon attendees in costumes based on their favorite Blizzard game characters.
(Photo: Business Wire)

- In-depth discussion panels with Blizzard game developers and artists
- Community contests with great prizes
- Commemorative merchandise based on Blizzard's game universes
- More activities and attractions to be announced

Tickets to attend BlizzCon 2015 will be priced at \$199 USD (plus applicable taxes and fees) each and will be available for purchase from the online event ticketing service Eventbrite via their website (www.blizzcon2015.eventbrite.com) in two separate batches. The first batch goes on sale at **7 p.m. Pacific time on Wednesday, April 15**, and the second batch goes on sale at **10 a.m. Pacific time on Saturday, April 18**.

An exclusive pre-BlizzCon dinner to benefit [Children's Hospital of Orange County \(CHOC\)](#) will also be held the evening of Thursday, November 5, giving attendees the chance to eat, drink, and be merry alongside Blizzard developers, artists, and community representatives while supporting a great cause. Further details on the BlizzCon Benefit Dinner, including ticket pricing and availability, will be announced at a later date.

Anyone 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 multichannel online stream. Further details on the Virtual Ticket, including pricing, availability, and programming information, will be announced at a later date.

For more information on BlizzCon 2015, visit the official website (www.blizzcon.com). Additional details will be posted as the

"There's no better way to connect with the ever-expanding Blizzard community than by bringing everyone together at BlizzCon," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "With more games in development than ever before, we'll have plenty of exciting updates to share and lots of great eSports competition to look forward to—we can't wait to see everyone there."

BlizzCon is an epic celebration of Blizzard Entertainment's game universes and the global player communities that bring them to life. At this year's event, attendees will have a chance to enjoy:

- Hands-on play time with the latest versions of Blizzard Entertainment games
- Global Finals for Blizzard eSports, including the *StarCraft® II* World Championship Series and *Hearthstone®* World Championship

event draws near. Those interested in attending the show in person can make advance hotel reservations now and receive special BlizzCon rates by booking through the [BlizzCon hotel website](#).

Blizzard Entertainment is currently hiring for numerous open positions. More information on available career opportunities can be found at www.blizzard.com/jobs.

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 nineteen #1 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.

**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 and event plans for BlizzCon 2015, 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/20150312006185/en/>

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News Provided by Acquire Media