



Blizzard Entertainment Announces Hearthstone™: Heroes of Warcraft™

New free-to-play strategy card game for PC and iPad® lets you hang up your sword . . . and throw down your gauntlet

Hands-on demos at PAX East this weekend, beta test starting soon

BOSTON--(BUSINESS WIRE)-- Pull up a chair across from an old friend at the tavern table and prepare for a few rounds of lively card-vs.-card warfare. Blizzard Entertainment, Inc. laid its virtual cards on the table today with the unveiling of *Hearthstone™: Heroes of Warcraft™*, a new cross-platform free-to-play game for Windows®, Macintosh®, and iPad®.

In *Hearthstone*, players build card decks centered around one of nine iconic *Warcraft*® character classes and duel each other for fun, glory, and the chance to win awesome new cards. PAX East attendees are able to go hands-on with *Hearthstone* this weekend, and Blizzard will begin beta testing for the game very soon—no, seriously.

"We've always loved collectible card games at Blizzard, so it's been exciting to bring everything we love about the genre to life in *Hearthstone*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're putting a lot of focus into creating a fun new game that's easy to pick up and play, but also has a lot of depth. We can't wait to share it with everyone."

Deceptively simple in design but epically engaging, *Hearthstone* will be instantly accessible to players regardless of their familiarity with *Warcraft* or collectible card games. Whether players prefer to wield magic or arms in battle, strike from the shadows or head on—or have never given any of that much thought—they'll be able to jump right in, create a deck, and get in on the card-slinging action.

In addition to honing their skills in practice matches against the computer and taking on their buddies via their [Battle.net](#)® friends list, players can challenge each other in two competitive game modes. "Play Mode" features traditional head-to-head battles, with players facing off for a chance to increase their medal ranking and earn card packs along the way. And for a different type of challenge, players can enter "The Forge," where they start each match by building a deck from a new set of cards, and then use that deck to duel other Forge participants. Aside from winning new cards, players will be able to round out their collections by purchasing new card packs or disenchanting some of their existing cards to craft the ones they're missing.

With hundreds of cards to choose from, featuring a wide range of colorful *Warcraft* spells, weapons, and characters, players will have limitless possibilities for developing and fine-tuning their deck-building strategies. Further details about *Hearthstone: Heroes of Warcraft* will be announced as development progresses. To learn more about the game, stay tuned to <http://www.PlayHearthstone.com>. 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.

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 fifteen #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, including statements about *Hearthstone: Heroes of Warcraft*, 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

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