



April 6, 2016

## Forge Some Legendary Memories at BlizzCon® 2016

*Celebrate 25 years of games and friendship at Blizzard Entertainment's 10th BlizzCon, taking place November 4-5 at the Anaheim Convention Center*

*Tickets on sale April 20 and April 23*

IRVINE, Calif.--(BUSINESS WIRE)-- Gather your party, plot a course for Southern California, and get ready for an epic adventure—Blizzard Entertainment today announced that its 10th [BlizzCon](#)® convention will be returning to the Anaheim Convention Center on **Friday, November 4** and **Saturday, November 5**! Tickets to Blizzard's two-day gaming convention and community celebration go on sale in two batches on **April 20** and **April 23**.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160406006256/en/>

"With more live games and upcoming content than ever before, 2016 is shaping up to be an exciting year for Blizzard gamers," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We can't wait to celebrate our 25-year anniversary with everyone during an epic weekend of gaming, esports, and great company at our 10<sup>th</sup> BlizzCon."

BlizzCon is the epic celebration of Blizzard Entertainment's game universes and the global player communities that bring them to life. This year, attendees will have the chance to experience:

- | Hands-on play time with the latest versions of Blizzard Entertainment games
- | Global Finals for Blizzard esports, including the 2016 *StarCraft*® II World Championship Series, 2016 *Hearthstone*® World Championship, *Heroes of the Storm*® Fall Championship, 2016 *World of Warcraft*® Arena World Championship, and more
- | 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 2016 will be priced at \$199 USD (plus applicable taxes and fees) each, and will be available for purchase from the online event ticketing service [Universe](#) via their website in two separate batches. The first batch goes on sale at **7 p.m. Pacific time on Wednesday, April 20**, and the second batch goes on sale at **10 a.m. Pacific time on Saturday, April 23**.

An exclusive pre-BlizzCon dinner to benefit [Children's Hospital of Orange County \(CHOC\)](#) will also be held the evening of Thursday, November 3, where attendees can raise a glass and geek out with Blizzard developers, artists, and community representatives while supporting a great cause. A limited number of tickets will go on sale **Wednesday, April 27 at 7 p.m. PT**, priced at \$750 each, and Blizzard Entertainment will donate the proceeds to CHOC.

Gamers from the far reaches of Azeroth, the Nexus, and everywhere in between can once again enjoy BlizzCon from the comfort of their own home by purchasing a BlizzCon Virtual Ticket, offering comprehensive live coverage of the event via an 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 2016, visit the official website ([www.blizzcon.com](http://www.blizzcon.com)). Additional details will be posted as the 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](http://www.blizzard.com/jobs).

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

Best known for blockbuster hits including *World of Warcraft*<sup>®</sup> and the *Warcraft*<sup>®</sup>, *StarCraft*<sup>®</sup>, and *Diablo*<sup>®</sup> franchises, 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 nineteen #1 games\* and multiple Game of the Year awards. The company's online-gaming service, *Battle.net*<sup>®</sup>, 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 2016, 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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Blizzard Entertainment, Inc.  
Rob Hilburger  
VP, Global Communications  
949-955-1380 x13228  
[rhilburger@blizzard.com](mailto:rhilburger@blizzard.com)

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