



Curse of Naxxramas™ Now Live . . . Er, Undead!

First Hearthstone™: Heroes of Warcraft™ single-player Adventure features fun new cards and frightfully challenging foes

IRVINE, Calif.--(BUSINESS WIRE)-- The first wing of *Curse of Naxxramas™: A Hearthstone™ Adventure* has opened! Players can now put their decks to the test against the malevolent undead who roam Azeroth's most infamous floating necropolis—without spending a single coin. The Arachnid Quarter, the first of the Adventure's five sinister wings, is now available—**free for a limited time**—to all *Hearthstone: Heroes of Warcraft™* players who step into the necropolis during the *Curse of Naxxramas* launch event, taking place now through early September.

Curse of Naxxramas pits solo *Hearthstone* players against a series of iconic, necrotic bosses, each with its own unique powers and cards to command. Heroes will need to draw on all of their wits and deck-building prowess to prevail over Naxxramas's horrors, earning a total of 30 new cards along the way that can be used in regular play—including a new Legendary card for completing each wing.

"*Curse of Naxxramas* introduces a whole new way to play *Hearthstone*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Players of all skill levels will find plenty to challenge them within Naxxramas's haunted corridors—and plenty of new options for their decks with the new cards we're adding."

A new wing of Naxxramas will open each week, and access to these four additional wings may be purchased **for 700 gold per wing or \$6.99 per wing**. Players can earn the in-game gold needed to unlock the next wing by completing various quests or emerging victorious from the game's Arena mode—or they can choose to unlock the next available Naxxramas wing using real money.

Curse of Naxxramas bundle packages are also available to those who want to save on unlocking all the new content. With bundle packages, you can unlock any remaining wings you may need at a discounted real-money price, ensuring that you'll be able to dive into the next challenges as soon as they unlock. Four wings can be purchased for \$19.99, three wings for \$14.99, and two wings are bundled at \$9.99.

For more information on *Curse of Naxxramas: A Hearthstone Adventure* for Windows, Mac, and iPad® visit 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 seventeen #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.

**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 scheduled release dates, 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/20140722006453/en/>

Blizzard Entertainment, Inc.
Rob Hilburger
VP, Global Communications
949-242-8404
rhilburger@blizzard.com

or
Emil Rodriguez
Director, Global PR
949-955-1380 x12064
elrodriguez@blizzard.com

or
Lyndsi Achucarro
PR Manager
949-955-1380 x12650
lachucarro@blizzard.com

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media