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Blizzard Entertainment Establishes High-End Collectibles Line

Blizzard Collectibles to feature premium pieces designed and produced directly by Blizzard

Gamers and collectors can set their sights on new statue of Overwatch®'s Widowmaker, available for preorder today at gear.blizzard.com/blizzard-collectibles

IRVINE, Calif.--(BUSINESS WIRE)-- With internationally acclaimed franchises such as World of Warcraft® and Overwatch®, Blizzard Entertainment is known for creating larger-than-life fantasy and sci-fi settings and characters that have been enjoyed by millions. The company is pleased to announce today the creation of Blizzard Collectibles, a new line of premium statues, replicas, and artwork designed and produced directly by Blizzard.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170328006241/en/>



The Blizzard Collectibles line launches with multiple existing pieces, including the Hearthstone® Collectible Keepsake Box, Grommash Hellscream and Illidan Stormrage from the Warcraft universe, and statues of Overwatch's Tracer and Reaper. The next exciting addition to this line also comes from the cast of Overwatch—starting today, players can preorder the imposing Widowmaker statue for \$150 USD at gear.blizzard.com/blizzard-collectibles. Standing 13.5 inches tall, this cold-hearted assassin is designed and sculpted by artists on Blizzard's Overwatch team, and will make a fearsome addition to any collection.

"We tend to go all-in when it comes to representing the things we're passionate about in our work, and that's exactly what we're doing with this new line of high-end statues, replicas, and artwork," said Matthew Beecher, vice president of global consumer products at Blizzard Entertainment. "Our goal with Blizzard

Starting today, players can pre-order a brand-new statue of Overwatch's Widowmaker for \$150 USD at www.gear.blizzard.com/blizzard-collectibles. (Photo: Business Wire)

Collectibles is to produce pieces of art that capture the personality of our games, and we're excited to share these premium items with gamers and collectors worldwide."

More Blizzard Collectibles releases are planned for 2017; additional details on these will be revealed at a later date. Browse the collection at gear.blizzard.com/blizzard-collectibles.

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, 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 pricing, release dates, and specific items to be issued in the Blizzard Collectibles line 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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