



The Warlords of Draenor™ Ride into Battle This Fall

Pre-purchase World of Warcraft®'s upcoming fifth expansion today and immediately boost a character to level 90†

IRVINE, Calif.--(BUSINESS WIRE)-- This fall, *World of Warcraft*® players around the globe will clash with the legends of *Warcraft*®'s brutal past when *Warlords of Draenor*™ charges into stores worldwide. Azeroth's heroes can prepare for the coming onslaught today by pre-purchasing the expansion digitally at www.worldofwarcraft.com/warlords. Players who answer this call to arms will receive their character boost to level 90 immediately†, allowing them to join friends on the battlefield or experience the latest content from a whole new perspective.† †

The fifth expansion to Blizzard Entertainment's acclaimed massively multiplayer online role-playing game leads players to the untamed world of Draenor, where the orc warchief Grommash Hellscream is forging his twisted Iron Horde into a world-shattering weapon of conquest. Faced with seemingly insurmountable odds, the champions of the Horde and the Alliance must establish a base of operations on Draenor and seek out courageous allies to make a stand against Hellscream's mighty war machine.

"We're sending players deep into uncharted territory with *Warlords of Draenor*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "New features like the Garrison will give players a commanding role in the *Warcraft* saga like never before, and everyone can get in on the action right away with the included level-90 boost. There's never been a better time to go to war for the Horde or the Alliance."

When *Warlords of Draenor* launches this fall, it will introduce a wide variety of epic features and content for players of every kind, whether they're longtime veterans or new recruits. With the expansion, players will be able to:

- **Explore a Savage World:** Explore the hostile world of Draenor, home of the orc and draenei races, as it once existed, and adventure in all-new zones alongside characters central to *Warcraft* history.
- **Build a Garrison:** Construct, command, and expand your own customizable stronghold on Draenor, and gather NPC followers to collect resources and embark on missions on your orders.
- **Instantly Upgrade to Level 90†:** Upon pre-purchasing the expansion, boost one character of your choosing to level 90, making it easier than ever to enjoy the latest content together with your friends.
- **Step Into New Character Models:** Character models and animations for *World of Warcraft*'s original playable races are being fully revamped while maintaining the game's iconically epic style.
- **Adventure to Level 100:** Reach new heights of power and unlock bonuses to further enhance your abilities on your way to the new level cap of 100.
- . . . **And More:** Take on a wide array of Dungeons, Raids, Scenarios, Battlegrounds, Challenge Modes, and more—no matter what kind of content you enjoy, new adventures await.

Warlords of Draenor will come in a Standard Edition (physical and digital versions available), which players can pre-purchase now at a suggested retail price of \$49.99. Players also have the option to upgrade their pre-purchase to the Digital Deluxe Edition (SRP \$69.99), which contains the following in-game bonuses for *World of Warcraft* and other Blizzard games (each available in-game at the time of pre-purchase):

- **World of Warcraft—Dread Raven Mount and Dread Hatchling Pet:** Swoop down from the dark of night on the black-winged Dread Raven, a mortal progeny of Anzu, and devour your prey in your next Pet Battle with the adorably ferocious Dread Hatchling.
- **StarCraft® II—Warchief Portraits:** Summon the strength of two of the most fearsome Iron Horde warchiefs—Grommash Hellscream and Blackhand—as you clash in the Koprolu sector in *StarCraft II*.
- **Diablo® III—Warsong Pennant:** Brandish this battle-torn pennant on your back, and channel the rage of the Warsong Clan against the demonic forces of Sanctuary in *Diablo III*.

Players who pre-purchase either the digital Standard Edition or Digital Deluxe Edition from Blizzard at

www.worldofwarcraft.com/warlords will be able to immediately[†] boost one character of their choosing to level 90, allowing them to experience the latest *World of Warcraft* content alongside their friends[†].[†] Players who wish to boost multiple characters to level 90 also now have the option to purchase additional level-90 character boosts directly through the game at \$60 apiece. Further details on character boosts, including information on the gear, skills, and provisions boosted level-90 characters will receive, can be found at www.worldofwarcraft.com.

Warlords of Draenor will also be available in a retail-exclusive Collector's Edition, which comes equipped with the digital bonus items from the Digital Deluxe Edition as well as a full-color hardcover art book, a behind-the-scenes two-disc Blu-ray/DVD set, a CD soundtrack, and a *Warlords of Draenor* mouse pad. The Collector's Edition will be available at select retailers for a suggested retail price of \$89.99. Players should check their local retailer for details and availability and be sure to lock in their preorder, as supplies are limited.

In addition to the English version, *Warlords of Draenor* will be fully localized into Latin American Spanish, Brazilian Portuguese, French, German, Italian, European Spanish, Russian, Korean, Traditional Chinese, and Simplified Chinese. For more information on *World of Warcraft: Warlords of Draenor* and to pre-purchase your copy, visit www.worldofwarcraft.com/warlords.

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.

[†]Players upgrading to *Warlords of Draenor* from *World of Warcraft Starter Edition* must wait until trial restrictions are removed before character boost becomes available (may take up to 72 hours).

[†] Corresponding *World of Warcraft* expansions required.

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 sixteen #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.*

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