



November 1, 2016

BlizzCon® Returns This Week!

Join the celebration of Blizzard Entertainment's 25th anniversary with two days of games, esports, developer panels, and a closing concert featuring "Weird Al" Yankovic

IRVINE, Calif.--(BUSINESS WIRE)-- BlizzCon® 2016, Blizzard Entertainment's two-day gaming festival, returns Friday, November 4 and Saturday, November 5 to the Anaheim Convention Center in Anaheim, California! This year's sold-out show marks the 10th BlizzCon celebration and commemorates Blizzard's 25th anniversary, and gamers around the world can be part of the fun with the [BlizzCon Virtual Ticket](#)—available to order now at www.blizzcon.com.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20161101005774/en/>

This year's BlizzCon features a variety of events and activities, including developer discussion panels, epic esports tournaments, incredible community-created movies, art, and costumes, and a performance by legendary Grammy-winning pop parodist "Weird Al" Yankovic.

"We can't wait to celebrate 25 years of Blizzard games with everyone at this year's BlizzCon," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We'll have world-class esports action throughout the weekend, the latest news to share about our games, and fellow geek Weird Al joining us for a concert during the closing ceremony. We're excited to meet up with our friends and fellow gamers from across the globe."

This year's BlizzCon will be jam-packed with epic events and activities from beginning to end, including:

Opening Ceremony

Join us Friday at 11 a.m. PDT as the BlizzCon festivities kick off with the opening ceremony. Hear updates on Blizzard's development plans, and catch it online *free* at www.blizzcon.com.

Blizzard Esports Global Finals

BlizzCon Opening Week has come to a close, but that was just the beginning—now it's time for the finalists to battle it out for the Championships! Starting Friday morning, tune in for the final rounds of the *World of Warcraft*® Arena World Championship, the *Overwatch*™ World Cup, the *Hearthstone*® World Championship, the *StarCraft*® II World Championship Series Global Finals, and the *Heroes of the Storm*™ Fall Championship! This year, esports aficionados everywhere can watch the Blizzard esports championships for *free* on Twitch (www.twitch.tv/blizzcon), on MLG.tv (www.majorleaguegaming.com/blizzcon), and on www.blizzcon.com. Visit www.blizzcon.com/esports for more information.

Community Contests

Starting Friday at 6 p.m., join us for a crazy night of community contests—including the Costume Contest, Art Contest, Talent Contest, and Movie Contest—hosted by comedian Thomas Middleditch from HBO's *Silicon Valley*.

Developer Panels

Go behind-the-scenes with your favorite Blizzard games in developer panels throughout both days of the show. You can be among the first to learn about upcoming content for *Overwatch*, *World of Warcraft*, *Heroes of the Storm*, *Hearthstone*, *StarCraft II*, and *Diablo*® III, and join the celebration of two major milestones with Blizzard's 25th Anniversary Panel and *Diablo*'s 20th Anniversary Panel. Take a peek at the complete schedule at www.blizzcon.com/schedule.

On-Site Activities and BlizzCon Sponsor Booths

Everyone attending in person can explore a variety of events and activities, including the **Hearthstone Tavern** and the **Darkmoon Faire** on the third floor of the convention center. This year's Darkmoon Faire features the **Community Amphitheater**, the **Voice Actor Stage**, the **Creative Collective Stage**, and more.

BlizzCon wouldn't be possible without the generosity of the event's sponsors, who help provide hardware, peripherals, and other support for the show. Attendees are invited to visit our partners' booths around the show floor for prizes, contests, and giveaways, including:

- ▮ **ASUS:** Play Find-the-Robot in VR or play games to win great ASUS, Intel, and Newegg prizes from the ROG vending machine, including motherboard/CPU combos, SSDs, and gaming laptops.
- ▮ **Corsair:** Snap a pic in the prop-filled *Overwatch* photo booth, take a selfie with a community star, or enter to win a shirt, poster, or even a custom Warcraft-modded Crystal 460X RGB Case PC.
- ▮ **Newegg:** Catch fun informational sessions on PC building, get some esports coaching, or enter to win a VR-ready computer system.
- ▮ **NVIDIA:** Check out Blizzard games running on GeForce GTX 10 series GPUs, a Google Tilt Brush VR experience, signing opportunities with esports and community personalities, and lots of prizes.
- ▮ **Razer:** Visit the Razer booth for the chance to win a Blade gaming laptop, *Overwatch* products, and more.
- ▮ **Rosewill:** Stop by for exclusive giveaways, ranging from RGB gaming keyboards and *Overwatch*-themed collectibles to a custom Widowmaker-themed Cullinan case.
- ▮ **T-Mobile:** Visit the Un-carrier Lounge to charge your device, stop by the GIF photo booth to pose with an *Overwatch* hero, and watch the *Overwatch* World Cup live stream. Everyone's invited to vote for the tournament MVP using #TMobileMVP and the player's BattleTag™ on Twitter.

Although BlizzCon tickets have sold out, viewers can still join the excitement from home with the BlizzCon Virtual Ticket (\$39.99), which offers comprehensive live online coverage of both days of the event—including the community contests on Friday evening and Weird Al's performance at the closing ceremony, starting at 6:30 p.m. on Saturday night. Virtual Ticket holders will also receive a treasure trove of in-game goodies for *World of Warcraft*, *Overwatch*, *Diablo III*, *Hearthstone*, *Heroes of the Storm*, and *StarCraft II*.

Attendees and Virtual Ticket viewers alike can download the [BlizzCon Guide Mobile App](#), available free for [Android](#) and [iOS](#) devices, and use it to plan their day, map a route through the convention center, and even watch live streams.

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 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.

**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 and the BlizzCon Virtual Ticket, 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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