



World of Warcraft®: Warlords of Draenor™ Launches November 13

Opening cinematic for new World of Warcraft® expansion and premiere episode of new animated lore miniseries Lords of War™ now live at www.worldofwarcraft.com

LOS ANGELES--(BUSINESS WIRE)-- Beyond the Dark Portal, the clash of iron echoes as two worlds brace for war. At a live event in Los Angeles and simulcast at the gamescom trade fair and around the world, Blizzard Entertainment today announced that *Warlords of Draenor*™, the fifth expansion to its acclaimed massively multiplayer online role-playing game *World of Warcraft*®, will be unleashed on November 13, 2014. On that day, players worldwide will begin their march into the perilous wilds of Draenor to face the fury of Grommash Hellscream's merciless Iron Horde.

During today's event, Blizzard also unveiled the [opening cinematic for the expansion](#), which depicts a pivotal moment in Warcraft history and sets the stage for the coming war. In addition, the company premiered the first episode of *Lords of War*, a new animated lore miniseries that introduces players to characters central to the expansion's story — starting with the twisted tale of Kargath Bladefist, legendary leader of the Shattered Hand orc clan. Both videos are available to view now at www.worldofwarcraft.com, and new *Lords of War* episodes will debut there in the weeks ahead.

"Players will encounter an epic cast of legendary characters and a huge amount of content to explore in *Warlords of Draenor*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "The countdown to the arrival of one of the greatest threats in *Warcraft* history has begun. We can't wait to send everyone through the Dark Portal this November."

Warlords of Draenor adds a world's worth of exciting new content for *World of Warcraft* players to discover. As Azeroth's displaced heroes venture across Draenor, they'll build and manage a mighty Garrison, a customizable fortress that grows with them on their journey; delve into otherworldly draenei temples and clash in the heart of hostile orc clans' territory; fight the opposing faction for control of Ashran, a huge and dynamic PvP zone featuring a variety of personal and cooperative objectives; and take on a wide array of Dungeons, Raids, Battlegrounds, Challenge Modes, and more. No matter what kind of content you enjoy, your legend is waiting to be forged on Draenor.

Warlords of Draenor is available for pre-purchase now at www.warlords.com. Those who pre-purchase either the digital Standard Edition (SRP: \$49.99) or Digital Deluxe Edition (SRP: \$69.99) will be able to immediately[†] boost one character to level 90, allowing them to experience the latest *World of Warcraft* content alongside their friends.[†] †

Warlords of Draenor will also be available in a retail-exclusive Collector's Edition (SRP: \$89.99), 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. Players should check their local retailer for details and availability and be sure to lock in their preorder, as supplies are limited.

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 eighteen #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.*

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140814006046/en/>

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