



## Goblins vs Gnomes™ Activated!

*First Hearthstone®: Heroes of Warcraft™ expansion now live, featuring over 120 inventive new cards*

IRVINE, Calif.--(BUSINESS WIRE)-- *Goblins vs Gnomes*™, the explosive first expansion to Blizzard Entertainment's fast-paced online strategy card game *Hearthstone®: Heroes of Warcraft™* is available around the world beginning today! Introducing more than 120 new cards—including an all-new type of minion, Mechs—*Goblins vs Gnomes* opens up countless new strategic possibilities for *Hearthstone* players of every skill level.

In celebration of the expansion's release, Blizzard is offering anyone who logs in to *Hearthstone* between the launch and December 19 three free *Goblins vs Gnomes* card packs—a triple-powered jolt of mayhem to help players jump-start their collections.

"*Goblins vs Gnomes* throws a big wrench into the *Hearthstone* works," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Players are already having a blast coming up with inventive new strategies and deck ideas—we're looking forward to seeing what happens now that they can put those plans into action."

*Goblins vs Gnomes* throws players in the middle of the epic rivalry between Azeroth's audacious goblin engineers and their equally "adventurous" gnomish counterparts—and these pint-sized tinkerers are ready to stir up trouble. Their incredible inventions and mechanical monstrosities are marvelous to behold ... but when *Hearthstone* players deploy them in a duel, the results can be *quite* unpredictable.

*Goblins vs Gnomes* card packs are available in-game now for gold or real-world currency, priced the same as Expert card packs from the original *Hearthstone: Heroes of Warcraft* set. Players can also win *Goblins vs Gnomes* cards as rewards in the Arena or craft them using Arcane Dust earned from disenchanting cards in their collection.

*Goblins vs Gnomes* is available now in the Americas region for Windows, Mac, and iPad®, and will be available December 9 in the Europe and Asia regions. *Hearthstone: Heroes of Warcraft* and *Goblins vs Gnomes* are coming soon to Android tablet devices. For more information, visit [www.playhearthstone.com](http://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](http://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 nineteen #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.

*\*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 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.

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Source: Blizzard Entertainment, Inc.

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