



Diablo® III Unleashes Hell in Your Living Room on September 3

Legendary action-RPG series coming to PlayStation® 3 and Xbox 360

Reserve your copy now to receive exclusive in-game Infernal Helm; select retailers offering additional preorder bonuses

IRVINE, Calif.--(BUSINESS WIRE)-- A new legion of heroes will soon rise up and take a stand against the Lord of Terror. On September 3, *Diablo® III* will make its console debut on the Sony PlayStation® 3 computer entertainment system and the Xbox 360® games and entertainment system from Microsoft in the U.S., Canada, Spanish-speaking Latin America, Europe, Australia, and New Zealand.



Diablo III for PlayStation 3 Box Cover (Photo: Business Wire)

Infernal Helm, which grants an experience point boost to any character who wears it, accelerating their progression as they rise in power. Certain retailers will also offer limited-edition preorder bonuses—check with your local retailer for further information.

In preparation for the upcoming launch, select retailers in these regions are now taking preorders for the PS3™ and Xbox 360 versions of the game, which will be available at a suggested retail price of \$59.99. Both console versions of *Diablo III* will be fully localized in English, German, French, Latin American Spanish, European Spanish, Russian, Italian, Polish, and Brazilian Portuguese. Further release details, including retail availability in Brazil, South Korea, Taiwan, Hong Kong, and Southeast Asia, will be announced at a later date.

The console versions of *Diablo III* have been custom-tailored for gamepad-driven action, with a dynamic camera perspective that puts your hero front and center, as well as an all-new user interface and an intuitive control system that make vanquishing evil feel like second nature. Players can take on the vile denizens of the Burning Hells alone or in a party of up to four via same-screen local cooperative play or online over PlayStation® Network™ or the Xbox Live® online entertainment network from Microsoft. In addition, the game supports parties composed of both local and online players. Once gamers experience the rush of *Diablo III*'s unique brand of hack-and-slash gameplay from the comfort of their couch, Sanctuary will never be the same.

Players who preorder either console version of *Diablo III* will receive an exclusive in-game item: the

"Playing *Diablo III* on a big screen with your friends brings a whole new level of intensity to the game, and with all of the control and interface adaptations we've made, it's extremely fun to play on PS3™ and Xbox 360," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "In addition to the fine-tuning we've done for the console versions, we're also including major content and design updates we've made to the PC version over the past year, so players can expect an epic Diablo gaming experience when the PS3™ and Xbox 360 versions launch in September."

In *Diablo III*, players take on the role of one of five heroic characters—barbarian, witch doctor, wizard, monk, or demon hunter—and embark on a perilous quest to save the world of Sanctuary from the corrupting forces of the Burning Hells. As players make their way from the demon-besieged town of New Tristram to the Diamond Gates of the High Heavens, they'll engage in pulse-pounding combat with hordes of monsters and challenging bosses, grow in experience and ability, acquire

artifacts of incredible power, and meet key characters who'll join them in battle or aid them along the way.

Diablo III was originally released for Windows® and Macintosh® PC on May 15, 2012 and within 24 hours became the fastest-selling PC game of all time. As of December 31, 2012, *Diablo III* had sold through more than 12 million copies worldwide.* To learn more about *Diablo III*, including a list of participating retailers, please visit the official website at <http://www.diablo3.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.

* According to The NPD Group, GfK Chart-Track, and internal company estimates.

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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.

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 console versions of *Diablo III*, 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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