



The Road to the Battle.net® World Championship Leads to China

Blizzard Entertainment and NetEase to host top StarCraft® II and World of Warcraft® Arena players from around the world in Shanghai on Nov 17—18

SHANGHAI--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. and NetEase, Inc. today announced that they will be co-hosting the [Battle.net](#)® World Championship in Shanghai, China on Saturday, November 17 and Sunday, November 18, 2012.

The Battle.net World Championship will bring to a riveting conclusion Blizzard's 2012 *StarCraft*® II World Championship Series, which comprises more than 30 national and continental tournaments around the world, and the *World of Warcraft*® Arena global finals. Blizzard gamers and eSports fans will be able to witness some of the most skilled pro players on the planet in action as they battle it out at the [Battle.net](#) World Championship for glory, cash prizes, and the title of undisputed world champion.

"We're looking forward to seeing the best players in the World Championship Series face each other at the [Battle.net](#) World Championship in Shanghai this November," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "The level of *StarCraft II* and *World of Warcraft* Arena competition we've already seen around the world has been amazing, so we're anticipating a truly epic finale."

"We're excited to partner with Blizzard to co-host a world-class eSports event here in China," said William Ding, CEO of NetEase. "There are millions of eSports enthusiasts in China and we're looking forward to presenting them with the opportunity to come together, have fun, and celebrate their passion for professional gaming."

In addition to highly competitive eSports matches, the Battle.net World Championship will serve as a gathering place for the Blizzard gaming community and offer attendees:

- Hands-on play time with some of the latest Blizzard games
- Opportunities to meet some of the world's most popular pro players
- Commemorative merchandise based on Blizzard's game universes
- More activities and attractions to be announced

Further details about the Battle.net World Championship will be announced at the official website, <http://battle.net/bwc>, as the event draws closer.

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 fourteen #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.

About NetEase, Inc.

NetEase, Inc. (NASDAQ: NTES) is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. NetEase's online communities and personalized premium services have established a large and stable user base for the NetEase websites which are operated by its affiliates. In particular, NetEase provides online game services to Internet users through its in-house development or licensing of massively multi-player online role-playing games, including *Fantasy Westward Journey*, *Westward Journey Online II* and *III*, *Tianxia III*, *Heroes of Tang Dynasty*, *Datang and Ghost*, as well as the licensed Blizzard Entertainment games *World of Warcraft* and *StarCraft II*.

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