



Attend BlizzCon® 2014 from Anywhere with the Virtual Ticket

Join Blizzard Entertainment's mega *Warcraft*®, *StarCraft*®, and *Diablo*® community celebration online this November 7 and 8—live and in HD

Virtual Ticket available now at BlizzCon.com

IRVINE, Calif.--(BUSINESS WIRE)-- Want the best seat in the house for BlizzCon® 2014? Grab your most comfortable chair and invite a few friends over to join Blizzard Entertainment's epic gaming convention from home with the BlizzCon Virtual Ticket, now available to order at www.blizzcon.com.

The BlizzCon Virtual Ticket provides comprehensive live online HD coverage of Blizzard's *Warcraft*®, *StarCraft*®, and *Diablo*® community celebration, taking place November 7 and 8 at the Anaheim Convention Center. Available for \$39.99 USD, the Virtual Ticket grants access to two exclusive channels of BlizzCon content on both days of the show, making it the next best thing to being there live. The BlizzCon 2014 Virtual Ticket includes:

Developer Panels & Exclusive Interviews Get the latest *World of Warcraft*®, *StarCraft*® II, *Diablo*® III, *Hearthstone*®, and *Heroes of the Storm*™ news straight from the developers, and witness all of the epic moments as they happen live from the Main and Panel stages. In between, dig deeper into your favorite games in exclusive one-on-one interviews with Blizzard Entertainment designers, artists, and producers.

Community Contests—Hosted by Chris Hardwick Witness the spectacle of the legendary BlizzCon Costume Contest and Talent Contest on Friday night. This year's festivities will be emceed by stand-up comedian and podcaster Chris Hardwick (aka [@nerdist](https://twitter.com/nerdist) on Twitter), host of Comedy Central's late night Internet-splunking game show [@midnight](https://www.comedycentral.com/shows/midnight) and creative head of geek-minded media network Nerdist Industries.

Closing Ceremony Behold the closing festivities on Saturday night, capping off two full days of Blizzard gaming and eSports action—more details to be announced later.

On-Demand Replays Rewatch epic moments with the Virtual Ticket's DVR functionality, and catch content you might have missed for up to two weeks after the show's over.

Epic Bonus Loot Unlock this year's commemorative BlizzCon in-game goodies for *World of Warcraft*, *StarCraft* II, *Diablo* III, *Hearthstone*, and *Heroes of the Storm* (details coming soon). The Virtual Ticket also grants early access to this year's online BlizzCon merchandise sale, which will run from October 17 through November 11 and feature a selection of commemorative items that will be available for purchase at the show.[†]

DIRECTV customers in the United States will once again have the option to order the DIRECTV BlizzCon 2014 Pay Per View event, also priced at \$39.99 USD, which includes access to the Virtual Ticket and bonuses mentioned above. More information on the DIRECTV Pay Per View event, including how to order, will be announced at a later date.

Even if you don't purchase a Virtual Ticket, you'll still be able to catch plenty of BlizzCon action online. Coverage of the opening ceremony and this year's eSports tournaments—including the *StarCraft* II World Championship Series Global Finals, *World of Warcraft* Arena World Championship, *Hearthstone* World Championship, and *Heroes of the Storm* exhibition matches—will be streamed for free in HD at www.blizzcon.com.

More information on BlizzCon 2014 and the Virtual Ticket can be found at www.blizzcon.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.

[†]While supplies last. All orders placed in the online BlizzCon merchandise sale will be shipped from the United States; international shipping rates may 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), 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.*

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 BlizzCon 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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