



Tenacious D Live in Concert at BlizzCon® 2010

Jack Black and Kyle Gass to Entertain a Sold-Out Crowd During Closing Ceremony of Blizzard Entertainment's Epic Gaming Festival

IRVINE, Calif., Oct 11, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced that the greatest band in the world*, Tenacious D, will perform at the closing concert during this year's sold-out BlizzCon^(R). Taking place October 22-23 at the Anaheim Convention Center, BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment's *Warcraft*^(R), *Diablo*^(R), and *StarCraft*^(R) game universes. While tickets to the convention are currently sold out, viewers can watch at home by ordering a BlizzCon Virtual Ticket, offering over 50 hours of event coverage (including Tenacious D's performance) globally over the Internet and also on DIRECTV^(R) in the United States.

Tenacious D is made up of musical visionaries Jack Black and Kyle Gass. After forming in 1994, the duo rose to rock god-dom following the release of the HBO cult-hit series *Tenacious D: The Greatest Band on Earth*. Since then, Tenacious D has released two albums and a pair of live DVDs, sold out arenas around the world, and starred in their own feature-length movie, *Tenacious D in the Pick of Destiny*. At the BlizzCon closing ceremony on October 23, the band will perform an earth-shattering set that includes the debut of new, soon-to-be-legendary songs.

"The best way to wrap up two days of epic entertainment is with an epic rock concert--and few bands fit the bill like Tenacious D," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're looking forward to a great show and can't wait to see what Jack and Kyle have in store for everyone attending BlizzCon and watching from home."

In addition to serving as a gathering place for the Blizzard Entertainment gaming communities, BlizzCon will have an array of activities, including discussion panels, competitive and casual tournaments, contests, hands-on playtime with current and upcoming Blizzard Entertainment games, and more. Viewers at home can order a BlizzCon Virtual Ticket for \$39.95 USD, available as a multi-channel Internet stream around the world (pricing and availability may vary by region) and also via DIRECTV in the United States. Visit www.blizzcon.com for more details and ordering information.

To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard Entertainment games, the company is currently hiring for numerous open positions. More information on available career opportunities can be found at www.blizzard.com/jobs. As BlizzCon draws closer, further details about the show will be announced at www.blizzcon.com.

*Based on internal reports from Tenacious D and key band devotees

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*^(R) and the *Warcraft*^(R), *StarCraft*^(R), and *Diablo*^(R) series, 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 twelve #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net^(R), is one of the largest in the world, with millions of active players.

For press inquiries, please contact Rob Hilburger in Blizzard Entertainment public relations at rhilburger@blizzard.com or (949) 955-1380 x13228.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Blizzard Entertainment generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Blizzard Entertainment's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, declines in software pricing, product returns and price protection, product delays, retail acceptance of Blizzard Entertainment's products, competition from the used game market, industry competition

and competition from other forms of entertainment, rapid changes in technology, industry standards and consumer preferences, including interest in specific genres such as real-time strategy, action-role-playing and massively multiplayer online games, protection of proprietary rights, litigation against Blizzard Entertainment, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, including the ability to attract, retain and develop key personnel and developers who can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section 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.

SOURCE: Blizzard Entertainment, Inc.

Blizzard Entertainment
Rob Hilburger public relations
rhilburger@blizzard.com
(949) 955-1380 x13228

Copyright Business Wire 2010