



World of Warcraft®: Cataclysm™ Collector's Edition Announced

IRVINE, Calif., Aug 17, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced plans for a limited-release Collector's Edition of *World of Warcraft*^(R): *Cataclysm*^(TM), the third expansion for the world's most popular subscription-based massively multiplayer online role-playing game, * *World of Warcraft*. The special Collector's Edition package, which will only be available at retail stores, will include the following exclusive bonus items in addition to the game disc:

- *Art of the Cataclysm* art book, featuring 176 pages of never-before-seen images from the archives of the Blizzard Entertainment cinematics department and the *World of Warcraft* development team, as well as progressive visuals from multiple stages of development.
- Exclusive in-game pet: he may not be a breaker of worlds just yet, but Lil' Deathwing will still proudly accompany heroes on their struggle to save Azeroth from his much, much larger counterpart.
- Behind-the-scenes DVD with over an hour of developer interviews and commentaries, as well as a special *Warcraft*^(R) retrospective examining the rich gaming history of the *Warcraft* universe.
- Soundtrack featuring 10 epic new tracks from *Cataclysm*, including exclusive bonus tracks.
- Special-edition mouse pad depicting Deathwing menacing the ravaged continents of Azeroth.
- *World of Warcraft* Trading Card Game cards, including a 60-card starter deck from the Wrathgate series, two extended-art cards, and two Collector's Edition-exclusive hero cards, marking the first appearance of goblin and worgen heroes in the TCG.

The first two *World of Warcraft* expansions, *The Burning Crusade*^(R) and *Wrath of the Lich King*^(R), each shattered PC game sales records upon their release. In *Cataclysm*, the face of Azeroth will be forever altered by the return of the corrupted Dragon Aspect Deathwing. Players will explore once-familiar areas of the world that have now been reshaped by the devastation and filled with new adventures. In an effort to survive the planet-shattering cataclysm, two new playable races -- worgen and goblins -- will join the struggle between the Alliance and the Horde. As players journey to the new level cap of 85, they'll discover newly revealed locations, acquire new levels of power, and come face to face with Deathwing in a battle to determine the fate of the world.

The beta test for *World of Warcraft: Cataclysm* is currently underway. To set up a Battle.net account and sign up for a chance to participate, please visit the official Battle.net website at <http://www.battle.net>.

The *World of Warcraft: Cataclysm* Collector's Edition will be available on DVD-ROM for Windows^(R) XP/Windows Vista^(R)/Windows^(R) 7 and Macintosh^(R) at a suggested retail price of \$79.99. The release date and other details for the game will be announced in the months ahead. For more information on *World of Warcraft: Cataclysm*, please visit the official website at <http://www.worldofwarcraft.com/cataclysm>.

For press inquiries, please contact Shon Damron in Blizzard Entertainment public relations at sdamron@blizzard.com or (949) 955-1380 x12508.

*Based on internal company records, public data, and reports from key distribution partners.

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.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6399129&lang=en>.

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