



March 11, 2016

Whispers of the Old Gods™ to Descend Upon Hearthstone®

Ancient evil rises in third expansion for Blizzard's internationally acclaimed digital card game

Prepare to take it head-on by pre-purchasing a bundle of Whispers of the Old Gods card packs at a special one-time-only price of \$49.99, and receive a unique themed card back†

IRVINE, Calif.--(BUSINESS WIRE)-- Prepare yourself, brave champion, for in the coming weeks an eerie darkness will weave its way into the tavern, filling its patrons with a spine-tingling uneasiness—and everything will change. *Whispers of the Old Gods™*, the third expansion for Blizzard Entertainment's *Hearthstone®* digital card game, will unleash an ancient evil from deep within Azeroth, bringing with it 134 twisted, tentacle-packed cards—along with the legendary power of C'Thun, N'Zoth, Yogg-Saron, and Y'Shaarj.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160311005907/en/>



Whispers of the Old Gods introduces 134 eerie new cards to the smash-hit card game. (Graphic: Business Wire)
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Whispers of the Old Gods takes everything familiar in *Hearthstone* and turns it . . . inside out. Under the sway of the four Old Gods of Azeroth, familiar friends have been corrupted (and have sprouted a few extra eyeballs in the process), new monstrosities have appeared, and unrest spreads throughout the tavern with every turn. As the Old Gods and their crazed followers join you in battle, there's no telling how much havoc you can wreak with their unique abilities and game-changing powers. By the same token, you'll want to pay great attention to each play you make—for it could well be your last in the newest *Hearthstone* expansion.

Coming to PC; Windows, iOS, and Android™ tablets; and mobile phones, *Whispers of The Old Gods* card packs will be winnable in *Hearthstone's* Arena mode, and purchasable with in-game gold or real money at the same prices as *Hearthstone's* other card packs. Starting March 14, and up until the expansion is released, those brave enough to call forth this ancient and incredible power in battle can pre-purchase *Whispers of the Old Gods* card packs in a special 50-pack bundle, on any platform, for a one-time price of \$49.99 (one purchase per account). Whoever does so and lives to

To embrace the darkness, and read up on all things *Old Gods*, visit www.oldgods.com.

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 nineteen #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.

[†] *Packs openable before May 31, 2016*

**Sales and/or downloads, 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 pricing, preorder dates, release dates, and features of *Hearthstone: Heroes of Warcraft* and *Whispers of the Old Gods* expansion, 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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