



For Science! The Boomsday Project™ Blasts Off in Hearthstone®

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Study up on Azerothian science with 135 experimental new cards in the latest expansion for Blizzard Entertainment's internationally acclaimed digital card game

For a limited time, players can log in to *Hearthstone* to claim three free packs and a class *Legendary* card

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 7, 2018-- Legions of lab coat-clad *Hearthstone*® players have filed into Dr. Boom's secret laboratory to begin work on *The Boomsday Project*™, the newest expansion for Blizzard Entertainment's smash-hit digital card game. *The Boomsday Project* blasts off today with 135 explosive new cards and a slew of electrifying new gameplay mechanics.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180807005713/en/>



Experiment with irresponsibly dangerous inventions and 135 new cards in *The Boomsday Project*™, the newest expansion for Blizzard Entertainment's smash-hit digital card game, *Hearthstone*®. (Graphic: Business Wire)

brain-bending new game mode will be announced soon.

The Boomsday Project is available now for Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and iOS and Android phones. Card packs can be purchased individually or in discounted bundles from the in-game Shop for gold or real-world currency at the same pricing as all other *Hearthstone* card packs. Players now have the chance to win *The Boomsday Project* card packs as quest rewards or prizes in the Arena, and can also craft cards from the expansion by using Arcane Dust collected from disenchanting unwanted cards.

For a limited time, players who log in to *Hearthstone* will receive **three *The Boomsday Project* card packs and a free random *Legendary* class minion or Hero card** in celebration of the expansion's launch.

No project is deemed too difficult (or too dangerous) for Dr. Boom and his colorful team of scientists, engineers, and researchers. In *The Boomsday Project*, players will encounter raw, unfiltered science in the form of irresponsibly powerful **Omega** cards, which become incredibly potent when played at 10 mana crystals. They'll also be inexplicably attracted to the new **Magnetic** keyword, which allows Mech minions to merge, combining their attack, health, and abilities to form mind-blowing amalgamations of doom. In addition, unwilling participants will be subjected to **Projects**, maniacal spells that *appear* to be mutually beneficial to both parties. And players will surely handle the immensely powerful new **Legendary Spells**, representing the pinnacle of scientific achievement, in a proper and responsible manner.

"Today, *Hearthstone* players everywhere can unleash their inner evil genius in *The Boomsday Project*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We packed this expansion with all kinds of things that go boom, and we can't wait to see the new strategies that players concoct."

Interns are encouraged to get acquainted with laboratory protocol and emergency procedures, because in two weeks, they'll become responsible for running **The Puzzle Lab**—the challenging new single-player *Hearthstone* experience coming to *The Boomsday Project*. In *The Puzzle Lab*, players will face a series of increasingly difficult puzzles as they attempt to impress Dr. Boom with their quick wits and neglect of safety regulations. Further details about this

Throw caution to the wind and visit TheBoomsdayProject.com to further research the expansion.

Assets available at: <https://blizzard.gamespress.com/Hearthstone>

About Hearthstone

With more than 70 million players worldwide, Hearthstone® is Blizzard Entertainment's internationally acclaimed, free-to-play digital card game designed for novice and veteran card-slingers alike. Players can choose from nine powerful hero classes and customize their decks with minions, spells, and weapons based on the unique fantasy of the Warcraft® universe. Featuring a variety of game modes ranging from epic head-to-head duels to story-driven solo adventures, Hearthstone offers a vibrant and rewarding experience stacked with strategy, personality, and fun. Hearthstone is available globally for Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and mobile phones.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including World of Warcraft®, Hearthstone®, Overwatch®, the Warcraft®, StarCraft®, and Diablo® franchises, and the multi-franchise Heroes of the Storm®, 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 twenty-one #1 games* and multiple Game of the Year awards. The company's online gaming service, Blizzard Battle.net®, is one of the largest online-gaming services in the world, with millions of active players.

*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 the release dates, features and functionality of The Puzzle Lab, 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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