



Battle for Azeroth™ Becomes Fastest-Selling World of Warcraft® Expansion Ever

August 23, 2018

Horde and Alliance heroes around the world answer their faction's call to arms in force as Blizzard Entertainment's latest release surpasses 3.4 million in day-one sales globally

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 23, 2018-- When the *Battle for Azeroth*™ erupted worldwide last week, champions of the Alliance and the Horde around the globe were called upon to fight for their faction. Heroes everywhere turned out in force, and Blizzard Entertainment today announced that as of *Battle for Azeroth*'s first full day of launch on August 14, more than 3.4 million units of the latest *World of Warcraft*® expansion had sold through worldwide—setting a new day-one sales record for the franchise and making it one of the fastest-selling PC games of all-time.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180823005255/en/>



(Graphic: Business Wire)

"Battle for Azeroth is a definitive chapter in the Horde and Alliance conflict at the heart of *World of Warcraft*, and it's been thrilling to see players representing their factions in record numbers and embarking on their war campaigns—not to mention joining in ourselves," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "But the launch is just the

beginning of this conflict. More epic content is coming to *World of Warcraft* in the weeks ahead, and we can't wait for players to experience the full story as it unfolds over the course of the expansion."

As Azeroth's defenders continue to explore new regions in search of allies and resources, preparations are being made for the next great confrontation in the ongoing war:

- In the coming weeks, players will be able to charge into *Battle for Azeroth*'s **first Warfront, Stromgarde**—a 20-player co-op battle for control of a key strategic stronghold in the Arathi Highlands.
- On September 4, the gates will open to *Battle for Azeroth*'s **first raid—Uldir**, an ancient titan facility housing horrific Old God experiments gone awry.
- Also on September 4, the expansion's **first PvP season and first Mythic Keystone dungeon season** will commence. The Mythic Keystone dungeon will feature a unique "seasonal affix"—Infested—that introduces new challenges based on the corrupted denizens dwelling in the Uldir raid.
- Beyond that, additional updates are in the works that will provide even more content for players on an ongoing basis, including the ability to recruit the Kul Tiran humans and Zandalari trolls as playable Allied Races. More information on future updates will be shared at a later date.

About World of Warcraft: Battle for Azeroth

World of Warcraft: Battle for Azeroth is the seventh expansion for Blizzard Entertainment's acclaimed massively multiplayer online role-playing game. As a new age of warfare dawns between the Alliance and the Horde, Azeroth's heroes must set out on a journey to the lost kingdoms of **Kul Tiras** and **Zandalar** in search of new allies; race against rivals for resources in dynamic **Island Expeditions**; bring new playable **Allied Races** into their faction's fold; unlock the power of their gear using the new **Heart of Azeroth** artifact; and much more.

World of Warcraft: Battle for Azeroth is available in physical and digital standard editions (SRP \$49.99) as well as a Digital Deluxe Edition (SRP \$69.99). The latter contains an arsenal of in-game bonuses for a variety of Blizzard games, including the Seabraid Stallion mount (Alliance), Gilded Ravasaur mount (Horde), and Tottle the Baby Tortollan pet for *World of Warcraft*; an "Azeroth Is Burning" card back for *Hearthstone*®; a Primal Flamesaber mount in *Heroes of the Storm*®; Horde and Alliance sprays for *StarCraft*® II; and a collection of faction-themed cosmetic loot for *Overwatch*®.

Battle for Azeroth is also available in a retail-exclusive Collector's Edition (SRP \$99.99). In addition to the in-game items from the Digital Deluxe Edition, the Collector's Edition contains a cache of faction-themed loot, including a collectible Horde and Alliance Double-Sided Mark of Allegiance; a limited-edition hardback of the novellas *Elegy* and *A Good War*, featuring exclusive artwork; and a *Battle for Azeroth* digital soundtrack.

To learn more about *World of Warcraft: Battle for Azeroth*, and for additional details on the different editions available, visit the expansion's official website at www.worldofwarcraft.com/battle-for-azeroth.

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-two #1 games* and multiple Game of the Year awards. The company's online gaming service, Blizzard

Battle.net®, is one of the largest 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 and features for the upcoming content for *World of Warcraft: Battle for Azeroth*, 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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180823005255/en/>

Source: Blizzard Entertainment, Inc.

Blizzard Entertainment, Inc.
Christy Um
Global Public Relations Director
949.955.1380 x61251
christy.um@blizzard.com
or
Robert Taylor
Public Relations Manager, NA
949.955.1380 x61317
rtaylor@blizzard.com