



Blizzard Entertainment Unveils Mobile MMO Action-RPG Diablo® Immortal™

November 2, 2018

New game set in Blizzard's critically acclaimed *Diablo* universe coming to Android™ and iOS

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 2, 2018-- Blizzard Entertainment today unveiled the next game in the storied Diablo® franchise, **Diablo Immortal™**, a mobile massively multiplayer online action–role–playing game for Android™ and iOS devices. For the first time ever, Diablo players will be able to answer the call to battle on their phones.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181102005558/en/>



Diablo Immortal takes place between the end of *Diablo II: Lord of Destruction* and the beginning of *Diablo III* (Graphic: Business Wire)

hub.

In their quest to cleanse Sanctuary, players will embark on all manner of thrilling expeditions, including taking part in dynamic events across **unique public zones**, and hacking and slashing their way through **instanced dungeons**. From the peaceful town of **Wortham** to the ancient **Library of Zoltun Kulle** to the suffocating jungle island of **Bilefen**, players will explore familiar vistas and until-now undiscovered corners of Sanctuary.

Diablo Immortal is co-developed by Blizzard Entertainment and NetEase, who in addition to having developed some of the most successful mobile games in history, has been a longtime partner of Blizzard in China.

"*Diablo Immortal* takes the series' dark, gothic fantasy world of Sanctuary and inimitable *Diablo* gameplay, and puts it in your pocket," said J. Allen Brack, president of Blizzard Entertainment. "With their incredible passion for *Diablo* and proven mobile expertise, the development team has spawned an ultra-responsive and breathtakingly beautiful mobile game, and we can't wait for players to get their hands on it."

The transition from mouse-and-keyboard or controller to mobile touchscreen device was designed to feel completely natural, intuitive, and fun in *Diablo Immortal*. **Directional controls** make it easy to move heroes around the world, and activating a skill is as easy as holding a thumb down on a skill to aim, then releasing it to unleash hell on your foes. And reinforcements are always only a tap away thanks to the **native Blizzard Battle.net® UI** designed specifically for *Diablo Immortal*, which allows you to chat and form groups with ease in the middle of the most frantic battle.

This new chapter of the blockbuster *Diablo* saga takes place **between the end of *Diablo II: Lord of Destruction*® and the beginning of *Diablo III***. Leading the invasion of Sanctuary is the demon known as **Skarn, Herald of Terror**—*Diablo*'s most powerful lieutenant—who now rallies a new demonic army. Skarn intends to gather the fragments of the corrupted Worldstone and use them to resurrect *Diablo*.

Those eager to join the fight are encouraged to visit <http://www.diabloimmortal.com> to pre-register for special rewards and be among the first to experience *Diablo Immortal*. Pre-registered players are eligible to participate in future beta tests and earn in-game rewards, as well as receive news and updates.

For screenshots, video, and other media, visit the Blizzard Entertainment press site at <http://blizzard.gamespress.com/Diablo-Immortal>.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*®, *Hearthstone*®, *Overwatch*®, the *Warcraft*®, *StarCraft*®, and *Diablo*® franchises, and the

Six iconic and highly customizable *Diablo* character classes will be available in *Diablo Immortal*—**Barbarian, Crusader, Demon Hunter, Monk, Necromancer, and Wizard**—each with new powers and abilities, with more playable classes planned for future updates. Designed to be a living, breathing, and constantly evolving experience, *Diablo Immortal* will regularly introduce new storylines, new playable character classes, new loot, and all-new challenges—which you can face side-by-side with your friends ... or foolishly choose to confront on your own.

Players will have many opportunities to meet and socialize with other demon slayers while wandering the wilds of Sanctuary, or while conducting less-dangerous business—like upgrading gear, crafting items, or forming groups before setting off on their next adventure—in the city of **Westmarch**, *Diablo Immortal*'s **sprawling central**

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 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.

About NetEase, Inc.

NetEase, Inc. (NASDAQ: NTES) is a leading internet technology company in China dedicated to providing online services centered around content, community, communication, and commerce. NetEase develops and operates some of China's most popular PC-client and mobile games, and partners with Blizzard Entertainment, Mojang AB (a Microsoft subsidiary), and other global game developers to operate some of the most popular international online games in China. NetEase also operates Koala.com and Yanxuan, two e-commerce platforms that cater to the rising middle-class consumer market in China. In addition, NetEase offers advertising, email, and other services. For more information, please visit <http://ir.netease.com>.

Android is a trademark of Google LLC.

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 features and functionality of *Diablo Immortal*, 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/20181102005558/en/>

Source: Blizzard Entertainment, Inc.

Blizzard Entertainment, Inc.

Christy Um
Global PR Director
949.955.1380 x61251
christy_um@blizzard.com

or
Che'von Slaughter
Senior PR Manager – NA
949.955.1380 x14338
lachucarro@blizzard.com

or
Dustin Blackwell
PR Manager – NA
949.955.1380 x13224
dblackwell@blizzard.com