



It's Good to Be Bad in Rise of Shadows™—Coming to Hearthstone® April 9

March 14, 2019

Carry out conniving plots with 135 diabolical new cards in the next expansion for Blizzard Entertainment's internationally acclaimed digital card game

Pre-purchase a 50-pack bundle and receive the Jewel of Lazul card back and a random Legendary; nab the 80-pack Mega Bundle and get the card back, a random golden Legendary, and the Madam Lazul Priest Hero—or purchase both and get it all

IRVINE, Calif.--(BUSINESS WIRE)--Mar. 14, 2019-- A new coalition of villains has risen to power, and *Hearthstone*® players around the world get to be the bad guys in *Rise of Shadows*™, the next expansion for Blizzard Entertainment's smash-hit digital card game. Starting April 9, players will be able to join a league of miscreants as they embark on *Hearthstone*'s first-ever yearlong story line, with 135 dastardly new cards and some wickedly devious new mechanics.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190314005702/en/>



Hearthstone players get to team up with the League of E.V.I.L.—a supergroup of Azeroth's most nefarious villains—in *Rise of Shadows*, the next expansion for Blizzard Entertainment's smash-hit digital card game. (Photo: Business Wire)

RiseOfShadows.com.

About *Hearthstone*

With more than 100 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

After suffering defeat at the hands of the League of Explorers, Arch-Thief Rafaam realized that his designs on Azeroth would require more roguery than he alone could muster. In the years since, he has dwelled in the shadows, recruiting the greatest antagonists *Hearthstone* has ever seen to join the **League of E.V.I.L.**—a veritable supergroup of villains from previous *Hearthstone* sets, including King Togwaggle, Madam Lazul, the irrepressible Dr. Boom, and Hagatha the Witch. In *Rise of Shadows*, these ne'er-do-wells will once again act on their nefarious intentions, aided by *Hearthstone* players looking to get their hands dirty.

In addition to their promising player cohort, the League of E.V.I.L. also has **Lackeys** to boss around—1/1 minions with a variety of diabolical Battlecries. These low-level operatives will be crucial in unleashing the League's sinister **Schemes**: new Spells that grow in power each turn they're in a player's hand. As if brains and brawn weren't enough, their bag of tricks also includes callback cards that feature effects that pay homage to the *Hearthstone* sets that the League of E.V.I.L.'s masterminds hail from, giving players access to crafty new strategies.

"*Hearthstone* has a cast of fan-favorite villains, and it's a thrill to see them take center stage in *Rise of Shadows*," said J. Allen Brack, president of Blizzard Entertainment. "We can't wait for players to get in on the mayhem in this expansion, with a bunch of sinister new cards at their disposal."

Players looking to join the League of E.V.I.L. should watch their backs, as they'll likely be targeted by a mysterious crime-fighting group known as the Defenders of Dalaran. These formidable guardians are rumored to wield **Twinspells**—potent magic Spells that, once cast, generate a copy of themselves that can be cast again on a later turn. More intel on the Defenders of Dalaran will be shared with operatives at a later date.

Coming April 9 to Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and mobile phones, *Rise of Shadows* card packs will be winnable in *Hearthstone*'s Arena mode, and players can purchase them with in-game gold or real money at the same prices as *Hearthstone*'s other card packs. Starting today and up until April 9 you can pre-purchase *Rise of Shadows* card packs in two different bundle options: the 50-pack pre-purchase bundle includes a random Legendary and the Jewel of Lazul card back, while the 80-pack Mega Bundle includes a random golden Legendary and Jewel of Lazul card back, as well as a **new playable Priest Hero**—the mysterious Madam Lazul. These bundles are available on any platform for \$49.99 and \$79.99, respectively—one of each can be purchased per account.

Join the ranks of the League of E.V.I.L. and learn more at

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-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.*

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 pricing, pre-purchase, release dates, features, and functionality of *Rise of Shadows* 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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