



Celebrate 15 Years of WoW® with the Release of World of Warcraft® Classic™ on August 27

May 14, 2019

All World of Warcraft subscribers receive the authentic re-creation of the game's pre-expansion experience at no additional cost

Current subscribers can opt in to an invite-only closed beta test, scheduled to begin May 15

Commemorate a major milestone in Azeroth's history with the World of Warcraft 15th Anniversary Collector's Edition, available for preorder at gear.blizzard.com

IRVINE, Calif.--(BUSINESS WIRE)--May 14, 2019-- Starting August 27, *World of Warcraft*® players and fans around the world will be able to relive—or experience for the first time—the early days of Azeroth with *World of Warcraft Classic*™. This authentic re-creation takes players back to the beginnings of Blizzard Entertainment's groundbreaking massively multiplayer online role-playing game, a time when Onyxia spread terror from her lair in Duskwhallow Marsh, Leeroy Jenkins became a sensation after some ill-advised heroics in Upper Blackrock Spire, and only the bravest or most foolhardy quested alone in Stranglethorn Vale.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190514005762/en/>



World of Warcraft Classic takes players back to the beginnings of Blizzard Entertainment's groundbreaking massively multiplayer online role-playing game. (Photo: Business Wire)

With *World of Warcraft Classic*, Blizzard has rebuilt the original *WoW*® in its most polished and complete state—as it was at the time of the “Drums of War” update (patch 1.12.0), originally released August 22, 2006. Included for all subscribers at no

additional cost, *World of Warcraft Classic* gives players the opportunity to reexperience together the moments that came to define early *WoW*, like 40-player raids on Molten Core; days-long PvP battles at Tarren Mill; and the grand, server-wide effort to open the gates of Ahn'Qiraj.

“Building and launching *World of Warcraft* back in 2004 was immensely challenging,” said J. Allen Brack, president of Blizzard Entertainment. “A tornado literally tore the roof off one of the game's data centers during the early days of testing—but Blizzard was fortunate to have hundreds, and then thousands, and then millions of people around the world cheering our developers on.

“Like many of our players, everyone at Blizzard was fueled by the excitement of seeing the world of Azeroth from the ground level, through the eyes of the heroes inhabiting and fighting over it,” Brack continued. “Azeroth has always been a wondrous and deadly place, and it was especially so at the time of *WoW*'s launch, when everyone was discovering its vistas and exploring its dungeons for the first time—all while helping and supporting the company as everyone here worked through the many technical struggles of hosting a game of this size.

“That early experience was incredibly important to Blizzard. It taught us many things about ourselves as a developer and publisher, and about the global community of players that we feel honored to be a part of. The *World of Warcraft Classic* experience is very different from the Azeroth we know today, but we love it for what it is and what it stands for. We can't wait to get reacquainted with this dangerous, demanding, and rewarding world with all of our friends, new and old.”

To help put the finishing touches on *World of Warcraft Classic*, Blizzard is inviting players with active subscriptions to opt in for a chance to participate in a closed beta test that begins May 15. Even more players will be able to participate in a series of stress tests, scheduled for the summer.

15th Anniversary In-Game Celebration & Collector's Edition

Later this year, Blizzard will be rolling out a series of in-game activities in *World of Warcraft: Battle for Azeroth*™ in celebration of the game's 15th anniversary, culminating in a 25-player raid (accessible through Raid Finder) that will pit players against some of the most iconic bosses from throughout the game's history. Players who make it through this epic trial will earn the Obsidian Worldbreaker mount, designed to evoke the terrible visage of the ancient Dragon Aspect Deathwing the Destroyer.

To further commemorate the milestone, Blizzard also today announced the *World of Warcraft* 15th Anniversary Collector's Edition, set for release on October 8. This treasure trove of collectibles and in-game bonus items comes with 30 days of game time for *World of Warcraft* and includes an imposing statue of Ragnaros the Firelord that stands over 10 inches tall; a pin depicting the head of Onyxia, Broodmother of the Black Dragonflight; a mousepad adorned with a map of Azeroth; a set of fine art prints that illustrate Azeroth's storied past; and a pair of mounts*—the Alabaster Stormtalon, and the Alabaster Thunderwing—in honor of the moment *WoW* players first took to the skies. The *World of Warcraft* 15th Anniversary Collector's Edition will be available for SRP \$99.99. Players can pre-purchase today at gear.blizzard.com and at select retailers worldwide.

For more information on *World of Warcraft Classic*, including details on how to opt in to the beta tests and launch-plan specifics, visit the official website at www.worldofwarcraft.com.

Assets available at: blizzard.gamespress.com/World-of-Warcraft.

*Mounts will also be available for purchase as a standalone bundle in-game and from the Blizzard Shop in August; also note that they are unusable in *World of Warcraft Classic* (because they didn't exist as of patch 1.12.0).

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 distributors.

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 gameplay, features, and functionality of *World of Warcraft*[®], *World of Warcraft Classic*[™] and its corresponding beta tests, and the *World of Warcraft* 15th Anniversary Collector's Edition 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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