



Prepare to Cross Into the Realm of the Dead in World of Warcraft®: Shadowlands

November 1, 2019

Otherworldly wonders and challenges await players as they journey through the realms of the afterlife and gain new power from the Covenants that rule there

Brave the hazards of Torghast, Tower of the Damned—an ever-changing dungeon for solo players and groups of up to five—and claim legendary treasures

Available for pre-purchase in the Blizzard Shop starting today, with multiple options offering multiple entry points and more benefits

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 1, 2019-- Sylvanas Windrunner, fallen leader of the Horde, has pierced the veil between Azeroth and the realm of the dead, setting in motion a series of events that threatens to upset the cosmic balance between life and death. Blizzard Entertainment today revealed **World of Warcraft®: Shadowlands**, the latest expansion for the company's acclaimed massively multiplayer online role-playing game, in which Azeroth's heroes will confront the wonders and horrors of the afterlife as they deal with the consequences of Sylvanas' actions.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191101005563/en/>



Otherworldly wonders and challenges await players as they journey through the realms of the afterlife in World of Warcraft: Shadowlands. (Graphic: Business Wire)

World of Warcraft players entering the fabled **Shadowlands** will find the realms of the dead in upheaval. Under the normal order, departed souls were delivered to a realm appropriate to the lives they led, but now, *all* souls are being funneled into **the Maw**, where the most wicked are damned to suffer for eternity. As they seek to right the cycle and uncover the extent of Sylvanas' designs, players will forge bonds with the **Covenants** who hold domain over different planes within the Shadowlands:

- The steadfast **Kyrian** of Bastion, whose discipline and duty compels them to safeguard souls from the mortal realm as they pass into the Shadowlands.
- The mysterious **Night Fae** of Ardenweald, who fiercely defend the spirits of nature from those who would deprive them of rebirth.
- The cunning **Venthryl** of Revendreth, who feast on the souls of the prideful and vain in a gothic realm of opulence and torment.

- The warlike **Necrolords** of Maldraxxus, who forge the undead armies that serve as the first line of defense for the Shadowlands and honor those who seek power and glory in battle.

In their journeys through the Shadowlands, players will also come face-to-face with some of the departed legends of the Warcraft® universe, such as Uther the Lightbringer, who struggles against dark forces that seek to transform him into a symbol of retribution, and Kael'thas, who pursues vengeance on an enemy from his past while confined to Revendreth for the crimes he committed in life.

"*Shadowlands* is taking us somewhere we've never dreamed of going in the Warcraft universe, and that's incredibly exciting," said J. Allen Brack, president of Blizzard Entertainment. "We can't wait to explore the great beyond, catch up with old departed friends, and forge an epic new chapter in the Warcraft saga together with our players."

World of Warcraft: Shadowlands Features

A host of new features and activities await players in *World of Warcraft: Shadowlands*. When they cross into the realm-between-realms, players will be able to:

- **Explore the Realm of the Dead:** For the first time ever in *World of Warcraft*, players will cross into the Shadowlands and experience the wonders and horrors of the afterlife across **five new zones**—the gleaming fields of **Bastion**, the scarred battlefields of **Maldraxxus**, the eternal twilight of **Ardenweald**, the opulent keeps of **Revendreth**, and the horrific **Maw**.
- **Claim a Covenant's Power:** Players will be called upon to forge a bond with one of four Covenants that rule

Shadowlands's new zones, setting the tone for their journey through the expansion with a full **Covenant Campaign**. As they level up, they'll get new abilities based on their choice, including class-specific abilities for each Covenant—as well as developing **Soulbinds** with specific Covenant members, which grant them access to that character's specific traits and bonuses.

- **Ascend the Tower of the Damned:** At the heart of the Maw lies **Torghast, Tower of the Damned**, a cursed otherworldly prison where the wickedest souls in the universe are locked away. Highly replayable and inspired by roguelike games, heroes are invited to explore its ever-changing halls and chambers and do battle with the minions of **the Jailer**, Torghast's vile ruler. Those who brave its trials can claim legendary treasures and help free the heroic spirits wrongfully trapped within.
- **Every Level Is Meaningful:** *Shadowlands* will introduce a new leveling system, meant to provide a meaningful sense of advancement with every level achieved. Current max-level characters will begin *Shadowlands* at level 50 and work toward the new level cap of 60.
- **A New Army of the Dead Rises:** To combat Sylvanas' assault on Icecrown, Bolvar Fordragon—the revered former paladin who took on the mantle of Lich King to keep the Scourge at bay—has raised heroes from among all the peoples of Azeroth to bolster the Death Knights of Acherus. With *Shadowlands*, pandaren and all allied races will now be able to become Death Knights.
- **Improved Character Customization Options:** A host of new appearance options for all races will be made available to players when they create new *World of Warcraft* characters (or alter existing ones at the in-game barber shop).

Pre-purchase Options

World of Warcraft: Shadowlands is available for pre-purchase digitally from the Blizzard Shop starting today, with three different options all designed with player preference in mind. The Base Edition of *Shadowlands* is available for \$39.99 SRP, providing a new lower entry point compared to previous expansions. The Heroic Edition (\$59.99) includes the expansion; a level-120 character boost; and the **Ensnorcelled Everwyrn mount**, which provides access to a questline through which players can earn the **Vestments of the Eternal Traveler transmogrification set**. The Epic Edition (\$79.99) includes the **Anima Wyrmling pet**; the **Wraithchill cosmetic weapon effect**; the **Eternal Traveler's Hearthstone**, designed with a unique visual effect; and **30 days of game time**, in addition to all of the contents from the Heroic Edition.

All bonuses from the Heroic and Epic Editions are unlocked immediately upon pre-purchase. In addition, pre-purchasing any edition of *World of Warcraft: Shadowlands* will open the ability for players to create pandaren and allied race Death Knights once the *Visions of N'Zoth* content update for the current expansion, *Battle for Azeroth*[™], arrives in the coming months.

For more information on *World of Warcraft: Shadowlands*, visit www.worldofwarcraft.com.

Assets are available at blizzard.gamespress.com/World-of-Warcraft. *World of Warcraft: Shadowlands* will be available on or before December 31, 2020.

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, 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 availability, pricing, pre-purchase options, gameplay, features, and functionality of *World of Warcraft: Shadowlands* and the content and availability 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.

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