



Seek Your Fate in the Shadowlands—World of Warcraft®'s New Expansion Arrives October 27

August 27, 2020

Journey through the far reaches of the afterlife in the eighth expansion for the world's most popular subscription-based massively multiplayer online role-playing game

Forge a pact with a game-changing Covenant; conquer the ever-shifting trials of Torghast, Tower of the Damned to create your own legendary gear; and seize your destiny in the world between worlds

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 27, 2020-- Beyond Azeroth's shattered sky, a realm of infinite afterlives awaits: the **Shadowlands**, where mortal souls go to reckon with their pasts, discover new purpose . . . or suffer an eternity of torment. On **October 27[†]**, the heroes of the Horde and the Alliance will forge their own fate in the next world as *World of Warcraft®: Shadowlands*, the eighth expansion for Blizzard Entertainment's acclaimed massively multiplayer online role-playing game, launches around the globe.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200827005661/en/>



Bolvar Fordragon stands beneath the shattered sky of Icecrown in World of Warcraft: Shadowlands. (Photo: Business Wire)

Upon entering the Shadowlands, Azeroth's champions will encounter an otherworld in disarray. Virtuous souls are being wrongfully cast into the eternal darkness of the Maw, while the Covenants—powerful factions who hold dominion over the

afterlife's disparate realms—face ruin and strife as the flow of the Shadowlands' essential anima mysteriously dwindles. As an ancient, long-bound evil gathers the strength to break its chains, players must carve their path through the uncharted reaches of the beyond, forge a pact with the Covenant that most aligns with their own principles and purpose—and ultimately restore balance to the hereafter.

"In *Shadowlands*, players will explore one of the Warcraft universe's most mysterious undiscovered frontiers," said J. Allen Brack, president of Blizzard Entertainment. "And in selecting a Covenant to align themselves with, they'll face one of the most challenging decisions they've ever made in the game—one that will impact nearly every aspect of their experience with this expansion. We can't wait to see what paths players choose when *Shadowlands* launches this October."

World of Warcraft: Shadowlands is loaded with content and features that give players whole-new ways to discover and shape their characters' destinies:

- **Explore Warcraft's Afterlife** —Discover the wonders and horrors that await in the world beyond the veil. Ride across the gleaming fields of Bastion, lose yourself among the gothic spires of Revendreth, find yourself at the crossroads of fate in the eternal city of Oribos, and much more.
- **Pledge Yourself to a Covenant** —Align with one of the Shadowlands' four Covenants, each with unique story campaigns, gameplay features, and powers that they bestow upon those who pledge themselves to their cause. Choose between Bastion's valiant **Kyrian** or Revendreth's prideful **Venthyr**, fight for the mighty **Necrolords** of Maldraxxus, or seek renewal with the wild **Night Fae** of Ardenweald.
- **Ascend the Tower of the Damned**—The vilest souls in existence are locked away in Torghast, an otherworldly prison ruled by the terrifying entity known as the Jailer. This **ever-changing, roguelike challenge** is open to solo players and groups of up to five, and those who brave its trials will earn materials to commission rune-carved legendary equipment of their choosing.
- **Rise as a Death Knight** —Bolvar Fordragon, the former paladin who once wore the helm of the Lich King to keep the Scourge at bay, seeks to bolster the Death Knights' numbers—now, all Allied Races as well as pandaren can join their unholy ranks. (Available with pre-purchase.)
- **And More. . .**—Endure the Jailer's watchful eye in **the Maw**, where the challenge mounts the longer you linger; **Soulbind** with key characters of your chosen Covenant to share their distinct powers; choose how to restore your Covenant's **Sanctum** to glory . . . *Shadowlands* is unlike anything ever before experienced in *World of Warcraft*.

Death Rises in Azeroth

Prior to the expansion's release, Azeroth will begin to bear the effects of Sylvanas's actions during a special pre-launch in-game event: "Death Rising." This limited-time event will send players to the frozen wastes of Icecrown, where the veil between worlds has been shattered—and the reawakening of the undead Scourge heralds the stirring of more sinister forces.

The "Death Rising" event is part of the major pre-expansion game update to prepare for *Shadowlands*' release, which also includes a newly revamped

leveling experience that takes players to the new pre-*Shadowlands* level cap of 50, the addition of an epic introductory adventure for players new to *World of Warcraft* set on the accursed island of Exile's Reach, a variety of updates to classes and abilities in preparation for the expansion, and more.

Choose Your Path Into the Shadowlands

Players who wish to prepare for their journey into the Shadowlands today can pre-purchase the expansion now at www.worldofwarcraft.com. *World of Warcraft: Shadowlands* is available in a range of editions to suit players' interests:

- **Shadowlands Base Edition** (\$39.99, digital only), which comes with the expansion only, and provides a new lower entry point compared to previous expansions.
- **Shadowlands Heroic Edition** (\$59.99, digital only), which comes with the expansion; a character boost so players can be ready to enter the *Shadowlands* at launch; and the Ensorcelled Everwyrn mount, which additionally provides access to a quest line through which players can earn the Vestments of the Eternal Traveler transmogrification set.
- **Shadowlands Epic Edition** (\$79.99, digital only), which includes everything in the Heroic Edition plus the Anima Wyrmling pet; the Wraithchill cosmetic weapon effect; the Eternal Traveler's Hearthstone, which provides a unique visual effect; and 30 days of game time.
- **Shadowlands Collector's Edition** (\$119.99 SRP, retail only), a limited-edition boxed set that comes with the Epic Edition content along with mementos to adorn the physical realm, including four pins bearing the sigils of the Covenants; a mouse pad reflecting the shattered sky over Icecrown; a hardcover *Art of the Shadowlands* book; and a key to download the *Shadowlands* soundtrack. The Collector's Edition is scheduled to begin shipping from retailers starting October 13, 2020; check with your local store for pre-order availability or information regarding their shipping policies. Players who pre-purchased a digital copy of *Shadowlands* and who upgrade to the Collector's Edition will automatically be credited Blizzard Balance^{††} based on their original purchase (some restrictions apply; read Blizzard's [Collector's Edition article](#) for details).

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.

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

For *Shadowlands* screenshots, artwork, and other assets, visit <http://blizzard.gamespress.com/World-of-Warcraft>.

[†]World of Warcraft: *Shadowlands* is scheduled to launch globally at 4 p.m. PDT on October 26, 2020. For associated launch times in other time zones around the world, visit www.worldofwarcraft.com.

^{††}Collector's Edition key must be redeemed before 11:59 p.m. PDT on March 31, 2021.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*, *Hearthstone*[®], *Overwatch*[®], the *Warcraft*[®], *StarCraft*[®], and *Diablo*[®] franchises, and the multifranchise *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 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, features, and functionality of *World of Warcraft*[®]: *Shadowlands*, including the "Death Rising" event and associated content update, 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/20200827005661/en/>

Andrew Meyer
Sr. Public Relations Manager
949.955.1380 x61353
anmeyer@blizzard.com

Source: Blizzard Entertainment, Inc.