



## The Old Gods Return to Hearthstone® in Madness at the Darkmoon Faire™, Available November 17

October 22, 2020

Visit the fabled Darkmoon Faire in the latest expansion for Blizzard Entertainment's hit digital card game, and harness 135 new cards corrupted by the terrifying power of the Old Gods

Earn card packs, in-game gold, achievements, and more in Hearthstone's revamped progression system

Show off your deckbuilding mastery and achieve spell-slinging supremacy in the new competitive game mode Hearthstone Duels

IRVINE, Calif.--(BUSINESS WIRE)--Oct. 22, 2020-- An otherworldly carnival is coming to *Hearthstone*® on November 17 with [Madness at the Darkmoon Faire™](#), the upcoming expansion for Blizzard's smash-hit free-to-play digital card game, and there's a whiff of ancient corruption amid the zany wonders and attractions. The Old Gods—timeless beings of terrifying power that ruled a young Azeroth—have chosen the Darkmoon Faire as the site of their return, and they'll tempt players with **135 all-new cards** that bear the taint of their corruption.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201022005856/en/>



(Graphic: Business Wire)

over all of this new content."

### **Introducing *Hearthstone Duels***

[Hearthstone Duels](#) is an all-new **completely free game mode** that combines the thrill of the player-vs.-player Arena mode with the delightfully unpredictable and over-the-top deckbuilding experience from the game's most beloved Solo Adventures. Just like in Arena, players will face other human opponents with the goal of reaching 12 wins before accruing 3 losses—but in *Duels*, they'll start out with custom-built decks from their own collections, and draft additional cards or game-changing Treasures after each match.

Players will also be able to try their hands at ***Hearthstone Duels Heroic mode*** to earn rewards such as in-game gold, cards, card packs, and Arcane Dust. Heroic mode *Duels* runs can be accessed by paying 150 gold or purchasing a Tavern ticket for \$1.99 USD. The better the player's record at the end of the run, the greater the rewards.

*Hearthstone Duels* will evolve with each new season, with the pool of cards refreshed from *Hearthstone's* vast card set catalog, and accompanying new Heroes, Hero Powers, and signature Treasures. The theme for the debut season is **Wizard Duels**, starring a cast of Heroes pulled from the scholars and luminaries of the *Scholomance Academy*® expansion.

Players who prepurchase a *Madness at the Darkmoon Faire* bundle (see below) will also receive early access to the new *Duels* play mode from October 22 to November 11. All *Hearthstone* players will be able to try out the new game mode beginning November 12, with the official launch of the *Duels* Beta and the beginning of Season 1 of *Duels* currently slated for November 17.

*Madness at the Darkmoon Faire* hearkens back to the fan-favorite *Hearthstone* expansion from 2016, *Whispers of the Old Gods™*. Iconic Legendary minions including **C'Thun** and **Yogg-Saron** will make a comeback (in surprising new forms) and allow players to tap into their astonishing match-swinging powers. If they dare, players can also harness **Old Gods Artifacts**—powerful spells inspired by the designs of the most dreaded Legendary minions from *Whispers of the Old Gods*. And to further propagate this foul influence, players can employ cards with the **Corrupt** keyword, which changes them into substantially more powerful versions after a higher-cost card is played.

"This is a huge moment for *Hearthstone*, with the *Madness at the Darkmoon Faire* expansion, as well as an all-new game mode in *Duels*, and a fundamental overhaul of the game's progression system," said J. Allen Brack, president of Blizzard Entertainment. "As *Hearthstone* continues to evolve and grow, our focus is squarely on continuing to deliver a uniquely deep and fun game experience, and we think players are going to lose their minds

## **Hearthstone Progression System Update**

*Hearthstone* will undergo its biggest ever systems update on **November 12** with its fully overhauled progression system. The new system aims to deliver regular, exciting reward to players, be they initial dabblers, periodic deck-builders, or committed card-slingers. Here's a rundown of what's changing:

- The new **Achievements system** tracks players' statistics and in-game accomplishments. New achievements will be added with every expansion, as well as future game modes, and major updates.
- The **Reward Track** allows players to earn in-game gold, card packs, cosmetics, and more—with bonus rewards for players who purchase a Tavern Pass. Every expansion will introduce a new Reward Track, and players progress through its 50 levels by accumulating experience points from Quests, achievements, and play.
- The **revamped Quest system** adds robust and rewarding **Weekly Quests** to the regular rotation of Daily Quests and the special event-driven Legendary Quests that accompany expansions and content updates.
- Players will be able to view their progress through all of these systems via the new **profile page**, which will track lifetime stats across a player's account, including ranks, ratings, and wins.

More information on *Madness at the Darkmoon Faire*, *Hearthstone Duels*, and the new progression system is available on our official site:

- [Madness at the Darkmoon Faire official site](#)
- [Hearthstone Duels announcement blog](#)
- [Progression system announcement blog](#)

The **Madness at the Darkmoon Faire Mega Bundle** is available starting today for \$79.99 USD and comes with 85 card packs from the expansion—5 of which are Golden Card Packs (containing all Golden cards)—plus one random Golden Legendary card; the N'Zoth Warlock Hero; the N'Zoth card back; perks for *Hearthstone Battlegrounds* that last until the next expansion; and early access to the upcoming *Hearthstone Duels* game mode (see dates above). Also available is the **Madness at the Darkmoon Faire Bundle** for \$39.99 USD, which includes 45 packs from the expansion, one random Legendary Card, the N'Zoth card back, and early access to *Hearthstone Duels* (see dates above).

### **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 10 powerful hero classes and customize their decks with minions, spells, and weapons based on the unique fantasy of the *Warcraft*<sup>®</sup> universe. Featuring a variety of game modes ranging from epic head-to-head duels 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 iOS, and Android mobile phones.

### **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft*<sup>®</sup>, *Hearthstone*, *Overwatch*<sup>®</sup>, the *Warcraft*, *StarCraft*<sup>®</sup>, and *Diablo*<sup>®</sup> franchises, and the multifranchise *Heroes of the Storm*<sup>®</sup>, Blizzard Entertainment, Inc. ([www.blizzard.com](http://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](http://Battle.net)<sup>®</sup>, 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 *Hearthstone*<sup>®</sup>, including the *Madness at the Darkmoon Faire*<sup>™</sup> expansion, *Hearthstone Duels*, and the new progression system, 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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