



Cross Over Into the Shadowlands—New World of Warcraft® Expansion Now Live

November 23, 2020

Players' journey into Azeroth's afterlife begins with worldwide launch of eighth expansion for Blizzard Entertainment's acclaimed massively multiplayer online role-playing game

Brand-new Exile's Reach introductory adventure, overhauled leveling experience, and optional character boost make it easier than ever to cross over into the latest expansion

IRVINE, Calif.--(BUSINESS WIRE)--Nov. 23, 2020-- In the Shadowlands, the world beyond the mortal realm, Azeroth's souls discover new purpose: to ascend, to atone, to be reborn, to wage everlasting war or suffer an eternity of torment. For the millions of *World of Warcraft*® players around the world, the journey to seize their own destiny in the afterlife begins **today** with the launch of [Shadowlands](#), the eighth expansion for Blizzard Entertainment's acclaimed massively multiplayer online role-playing game.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201123006288/en/>



Bolvar Fordragon stands beneath a shattered sky in *World of Warcraft: Shadowlands*. (Graphic: Business Wire)

their chosen Covenant or creating their own legendary gear in the Tower of the Damned, we're excited for players to discover the experiences waiting for them on the other side."

Shadowlands launch follows a number of recent *WoW*® game updates designed to make it easier than ever for new and returning players to join in the fun. On the island of **Exile's Reach**, new players will discover an all-new introductory adventure that teaches them what it takes to be a champion of Azeroth, including quests that showcase the abilities of their chosen class and a two-boss mini-dungeon that imparts the basics of group-based play. Once new players leave the island, they'll be able to continue straight into the game's most recent expansion, *Battle for Azeroth*®, where they can progress up to level 50 in preparation for entering the Shadowlands.

As with previous expansions, players who want one of their new or lower-level characters to be ready to cross death's threshold immediately can use a *Shadowlands*-level Character Boost, included with the Heroic and Epic Editions of the expansion or available as a standalone purchase (details below).

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

In *World of Warcraft: Shadowlands*, the heroes of the Horde and the Alliance will come face-to-face with the mysteries of death as they journey through the next world's wondrous realms. Along the way, they'll forge a fate-changing pact with one of the Shadowlands' four ruling **Covenants**, drawing upon their otherworldly power to confront the forces of the Jailer, the malevolent entity who holds dominion over the hopeless depths of **the Maw**. Players' resolve will be tested as they seek to reclaim lost souls from the Jailer's watchful eye and venture into the labyrinthine corridors of **Torghast, Tower of the Damned**, where long-imprisoned horrors—and legendary rewards—await.

"*Shadowlands* takes *WoW* players to a part of the *Warcraft* universe they've never set foot in before, and gives them opportunities to shape their characters' destinies in completely new ways," said J. Allen Brack, president of Blizzard Entertainment.

"Whether they're exploring every facet of

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.
- **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*.

Choose Your Path Into the Shadowlands

Players who wish to journey into the Shadowlands today can purchase the expansion for Windows and Mac PCs now at www.worldofwarcraft.com. *World of Warcraft: Shadowlands* is available in a range of editions to suit players' interests, including:

- **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 for taking a new or existing lower-level character into the Shadowlands immediately; 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.

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>.

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.

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