



Diablo® IV Launches, Immediately Sets New Record as Blizzard Entertainment's Fastest-Selling Game of All Time

June 6, 2023

In just four days of early access, players have already enjoyed the latest installment of the iconic game for over 93 million hours, or over 10,000 years

IRVINE, Calif.--(BUSINESS WIRE)--Jun. 6, 2023-- **Diablo® IV, the highly anticipated new installment of the iconic Diablo series, is now live.** Already, it is Blizzard Entertainment's fastest-selling game of all time, with Blizzard's highest pre-launch unit sales ever on both console and PC*. In the four days since early access started on June 1, *Diablo IV* has been played for 93 million hours, or over 10,000 years --- the equivalent playing 24 hours a day since the beginning of human civilization.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230606005812/en/>



Diablo IV Logo (Graphic: Business Wire)

Diablo IV features cross-platform play and cross-progression on Windows® PC, Xbox Series X|S, Xbox One, PlayStation®5, PlayStation®4, plus up to four player co-op, including two player couch co-op on consoles.

"This is a moment years in the making for the *Diablo IV* team," said Rod Fergusson, general manager of Diablo. "We're extremely proud to offer players the richest story ever told in a Diablo game. Players have a range of choices, including personal character customization, equipping personalized skills for battling horrific demons, or collecting Legendary loot to support your playstyle while discovering new ones. Since the game was first

announced in 2019, the support from millions of players around the world drove us toward this release of our dark vision of Sanctuary. Hail Lilith, Blessed Mother."

"Our vision at Blizzard is to create legendary experiences for all to share, and *Diablo IV* is an incredible realization of that vision," said Mike Ybarra, President of Blizzard Entertainment. "With highly customizable gameplay, gripping storytelling, and plenty of options around how to engage with the world, this masterfully crafted expression of the Diablo universe is an outstanding example of what our talented development teams are capable of. Whether you're a veteran of the series or diving into Sanctuary for the first time, we welcome players to the global launch of *Diablo IV*."

Set 50 years after the events of *Diablo III: Reaper of Souls*®, *Diablo IV* opens with the summoning of Lilith, the Daughter of Hatred, back to the mortal realm of Sanctuary. The lands have become infested with horrific creatures, and only the bravest of souls will be able to stand against the threat of chaos. Players can customize their gameplay experience in directions that appeal to them, experimenting with skill trees to showcase complimenting spells and abilities as they fight to return Sanctuary to its citizens.

Diablo IV heralds an **expansive overworld**, which players can explore as their choice of five classes—the shapeshifting Druids, agile Rogues, elemental Sorcerer, brutal Barbarians, and ritualistic Necromancers. There is no golden path; players choose how they want to progress, whether it be pursuing Lilith with laser-focus or exploring the dark corners of each region, while building their skills. The land of Sanctuary is diverse with different biomes and demonic beasts, and players will test their mettle across five regions in **over 120 dungeons** and dozens of side-quests, all while confronting **World Bosses** and exorcising plagued **Strongholds** in a shared and cooperative open world.

But it doesn't end there. After completing the main storyline, players can explore robust end-game activities to further their adventures and grow even more formidable in power. From the grueling and regularly occurring **Helltide**, to demonically challenging **Nightmare Dungeons**, there's plenty of ways for players to utilize an updated **Paragon Board system** and continue customizing their adventures. Also featured is the **Whispers of the Dead**, which grant Legendary rewards for selected world bounties, and the **Fields of Hatred**, which offer designated grounds for battling other players and building PvP renown. Plus, players can remain embroiled in the happenings of Sanctuary with the regular release of **Seasons and expansions**, providing new gameplay features, questlines, characters, challenges, and Legendary loot.

Digital Purchase Editions & Bonuses

Diablo IV is available for digital purchase as a Standard edition (\$69.99), Deluxe edition (\$89.99), and Ultimate edition (\$99.99). Each digital edition includes one or more items to enlist against the Hellspawn that plague Sanctuary:

Standard Edition: Includes the Inarius Wings & Inarius Murloc Pet in Diablo® III**, the Amalgam of Rage Mount*** in World of Warcraft®, and the Umber Winged Darkness Cosmetics Set in Diablo® Immortal™**.

Deluxe Edition: Includes everything in the Standard edition, plus a Premium Seasonal Battle Pass Unlock for Season 1 in *Diablo IV*, the Hellborn Carapace Mount Armor in *Diablo IV*, and the Temptation Mount*** in *Diablo IV*.

Ultimate Edition: Includes everything in the Deluxe edition, plus an Accelerated Seasonal Battle Pass Unlock for Season 1 in *Diablo IV* (a Premium Seasonal Battle Pass Unlock plus 20 Tier Skips and a cosmetic), and the Wings of the Creator Emote in *Diablo IV*.

The devout can also purchase the *Diablo IV* Limited Edition Collector's Box**** (\$96.66), which includes a double-sided electric Candle of Creation, a cloth map of Sanctuary, an Occult Mousepad, a pin of the Horadrim, two matted fine art prints (18.54" x 10.79"), and a *Diablo IV* Collector's Edition Art book. Available for purchase from the Blizzard Gear Store, and via select retailers in Australia and New Zealand.

Learn more at <https://news.blizzard.com/en-us/diablo4>.

For screenshots, video, and other assets, visit the Blizzard Entertainment press site at <https://blizzard.gamespress.com/Diablo-IV>.

* Fastest selling based on more units sold on all platforms before launch (through June 5, 2023). Sell-through figures based on reporting received from digital partners and Blizzard internal reports.

** Downloaded separately. Availability varies by platform and region. *Diablo® III*, *Diablo Immortal™* and *World of Warcraft®* sold separately.

*** Mount access must be unlocked in-game before using.

**** Limited edition of 50,000. Please note: no game included in box. Game must be purchased separately.

About Blizzard Entertainment, Inc.

Best known for iconic video game universes including *Warcraft®*, *Overwatch®*, *Diablo®*, and *StarCraft®*, Blizzard Entertainment, Inc. (www.blizzard.com), a division of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment experiences. Blizzard Entertainment has created some of the industry's most critically acclaimed and genre-defining games over the last 30 years, with a track record that includes multiple Game of the Year awards. Blizzard Entertainment engages tens of millions of players around the world with titles available on PC via *Battle.net®*, Xbox, PlayStation, Nintendo Switch, iOS, and Android.

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, features, and functionality of *Diablo® IV* 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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