



## StarCraft® II: Wings of Liberty™ in Stores Starting July 27, 2010

IRVINE, Calif., May 03, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. announced today that its highly anticipated real-time strategy game, *StarCraft*<sup>(R)</sup> II: *Wings of Liberty*<sup>(TM)</sup>, will arrive in stores throughout the United States, Canada, Europe, South Korea, Australia, New Zealand, Russia, Mexico, Singapore, Indonesia, Malaysia, Thailand, the Philippines, and the regions of Taiwan, Hong Kong, and Macau starting on July 27, 2010. Players will also be able to purchase *StarCraft II: Wings of Liberty* directly from Blizzard Entertainment shortly after the retail launch.

"We've been looking forward to revisiting the *StarCraft* universe for many years, and we're excited that the time for that is almost here," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Thanks to our beta testers, we're making great progress on the final stages of development, and we'll be ready to welcome players all over the world to *StarCraft II* and the new Battle.net<sup>(R)</sup> in just a few months."

*StarCraft II: Wings of Liberty* is the sequel to Blizzard Entertainment's 1998 hit *StarCraft*, which has been hailed by players and critics worldwide as one of the top real-time strategy games of all time. Sporting a vibrant 3D-graphics engine, *StarCraft II* will once again center on the clash between the protoss, terrans, and zerg, with each side deploying legions of veteran, upgraded, and new unit types. Unparalleled online play for *StarCraft II* will be available through a new version of Battle.net, Blizzard Entertainment's world-renowned gaming service. Battle.net has been redesigned from the ground up to be the premier online gaming destination for Blizzard gamers, with several enhancements and new features, such as voice communication, cloud file storage, leagues and ladders, achievements, stat-tracking, and more.

The solo campaign for *StarCraft II: Wings of Liberty* will continue the epic saga where it left off in *StarCraft: Brood War*<sup>(R)</sup>. The story line chronicles the exploits of marshal-turned-rebel-leader Jim Raynor and features both familiar faces and new heroes. Players will be able to tailor the experience, choosing their own mission path and selecting technology and research upgrades to suit their playing style throughout the 29-mission campaign. Several challenge-mode mini-games will also be included, with focused goals designed to ease players into the basics of multiplayer strategies.

For more information on *StarCraft II: Wings of Liberty*, visit the official website at [www.starcraft2.com](http://www.starcraft2.com). Further details about the game, including the alternative pricing options previously mentioned for certain regions, will be announced in the coming weeks. With multiple games in development, Blizzard Entertainment has numerous positions currently available -- visit [www.blizzard.com/jobs](http://www.blizzard.com/jobs) for more information and to learn how to apply.

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

Best known for blockbuster hits including *World of Warcraft* and the *Warcraft*, *StarCraft*<sup>(R)</sup>, and *Diablo*<sup>(R)</sup> series, 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 eleven #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net<sup>(R)</sup>, is one of the largest in the world, with millions of active players.

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Blizzard Entertainment generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Blizzard Entertainment's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, declines in software pricing, product returns and price protection, product delays, retail acceptance of Blizzard Entertainment's products, competition from the used game market, industry competition and competition from other forms of entertainment, rapid changes in technology, industry standards and consumer preferences, including interest in specific genres such as real-time strategy, action-role-playing and massively multiplayer online games, protection of proprietary rights, litigation against Blizzard Entertainment, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, including the ability to attract, retain and develop key personnel and developers who can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies,

foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6273405&lang=en>

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