



World of Warcraft® Subscriber Base Reaches 12 Million Worldwide

IRVINE, Calif., Oct 07, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. announced today that the subscriber base for *World of Warcraft*^(R), its award-winning massively multiplayer online role-playing game (MMORPG), now exceeds 12 million players worldwide. This milestone was reached in the wake of the mainland Chinese launch of *World of Warcraft*'s second expansion, *Wrath of the Lich King*^(R), and also as global anticipation continues to mount for the December 7 release of the game's third expansion, *Cataclysm*^(TM).

"The support and enthusiasm that gamers across the world continue to show for *World of Warcraft* reaffirms our belief that it offers one of the best entertainment values available today," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We are as committed as ever to taking the game to new heights, and we look forward to demonstrating that with *Cataclysm* in December."

Since debuting in North America, Australia, and New Zealand on November 23, 2004, *World of Warcraft* has become the most popular subscription-based MMORPG around the world. It was the bestselling PC game of 2005 and 2006 worldwide, and finished behind only *World of Warcraft: The Burning Crusade*^(R), the first expansion pack for the game, in 2007. For 2008, the *World of Warcraft* series represented three of the top five bestselling PC games, with *Wrath of the Lich King* finishing the year at #1, and in 2009, *World of Warcraft* titles claimed three of the top six spots.*

World of Warcraft is currently available in eight languages and is played in North America, Europe, mainland China, Korea, Australia, New Zealand, Singapore, Thailand, Malaysia, Indonesia, the Philippines, Chile, Argentina, and the regions of Taiwan, Hong Kong, and Macau.

To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard Entertainment games, the company is currently hiring for numerous open positions. More information on career opportunities available at Blizzard Entertainment can be found at www.blizzard.com/jobs.

For further information on *World of Warcraft*, *The Burning Crusade*, *Wrath of the Lich King*, and *Cataclysm*, please visit the official website at www.worldofwarcraft.com.

World of Warcraft's Subscriber Definition

World of Warcraft subscribers include individuals who have paid a subscription fee or have an active prepaid card to play *World of Warcraft*, as well as those who have purchased the game and are within their free month of access. Internet Game Room players who have accessed the game over the last thirty days are also counted as subscribers. The above definition excludes all players under free promotional subscriptions, expired or cancelled subscriptions, and expired prepaid cards. Subscribers in licensees' territories are defined along the same rules.

About Blizzard Entertainment, Inc.

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

*Based on industry sell-through data, internal records, and reports from key distribution partners around the world.

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.

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