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Crime Pays in the Mean Streets of Gadgetzan™

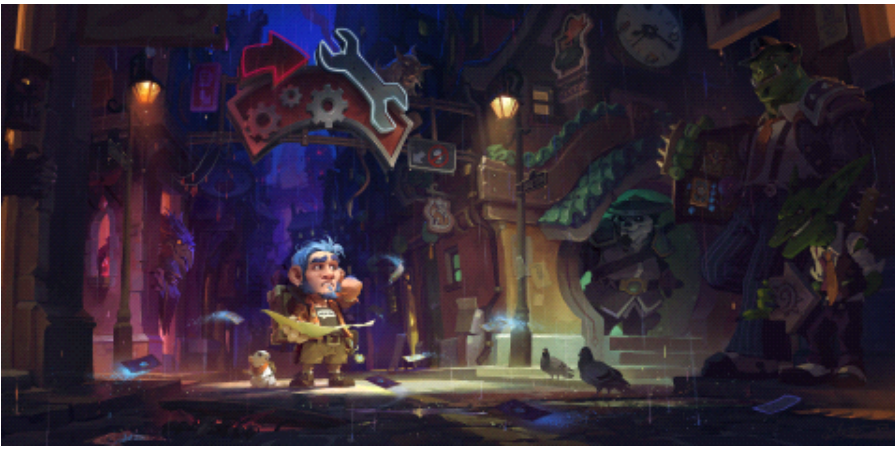
Experience Gadgetzan's glitz and grime in the fourth expansion for Hearthstone® , Blizzard's internationally acclaimed digital card game

Prepare to hit the streets running by pre-purchasing a Mean Streets of Gadgetzan card-pack bundle at a special one-time-only price of \$49.99†

IRVINE, Calif.--(BUSINESS WIRE)-- The back-alleys of Azeroth's biggest trade city are bustling with smugglers, assassins, and outcast magic users—and they're about to become your closest allies in *Mean Streets of Gadgetzan™*, the fourth expansion for Blizzard Entertainment's *Hearthstone®* digital card game. Opportunity awaits in the dark corners of Gadgetzan, and those with the spunk and street smarts to befriend the local crime families can earn a lavish cache of contraband in the form of 132 new cards.

This Smart News Release features multimedia. View the full release here:

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Mean Streets of Gadgetzan thrusts players into a lawless land where criminals from all over Azeroth have found a haven, free of scrutiny from the Horde and the Alliance. The fight for Gadgetzan dominance brought many petty perpetrators to town, but there are three crime families that truly rule the streets: the weapon-smuggling Grimy Goons, the assassins of the Jade Lotus, and the mana-hungry Kabal. Each family offers unique benefits to its own select set of three *Hearthstone* classes, allowing them to utilize special tricks of the trade unavailable to rival families, so players will want to choose their allies wisely when building decks!

Coming to PC; Windows, iOS, and Android™ tablets; and mobile phones, *Mean Streets of Gadgetzan* card packs will be winnable in *Hearthstone's* Arena mode, and purchasable with in-game gold or real money at the same prices as *Hearthstone's* other card packs. Starting today, and up until the expansion is released later this year, those eager to hit the streets running can pre-purchase *Mean Streets of Gadgetzan* card packs in a special 50-pack bundle, online only at <http://www.battle.net/shop> for a one-time price of \$49.99 (one purchase per account).

Get to know the families and learn more about *Mean Streets of Gadgetzan* at www.Gadgetzan.com.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft®* and the *Warcraft®*, *StarCraft®*, and *Diablo®* franchises, 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-one #1 games* and multiple Game of the Year awards. The company's online-gaming service, [Battle.net®](http://www.battle.net), is one of the largest in the world, with millions of active players.

† Packs openable by December 31, 2016

*Sales and/or downloads, based on internal company records and reports from key distribution partners.

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 pricing, preorder dates, release dates, and features of the *Mean Streets of Gadgetzan* expansion for *Hearthstone: Heroes of Warcraft*, 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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