



Blizzard Entertainment's BlizzCon® 2013 Storms Anaheim November 8 & 9

IRVINE, Calif.--(BUSINESS WIRE)-- Gather your guildmates, muster your minions, and summon your swarm! Blizzard Entertainment today announced plans for its seventh [BlizzCon](#)® gaming convention, taking place **Friday, November 8** and **Saturday, November 9** at the Anaheim Convention Center in Anaheim, California. For two epic days, members of Blizzard's gaming community from around the globe will descend on Anaheim to meet, play, and celebrate their shared passion for all things *Warcraft*®, *StarCraft*®, and *Diablo*®.

"BlizzCon gives us a chance to connect with our players and share our latest projects in a very personal way," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Members from all of our gaming communities have helped make this event bigger and better every time, and we look forward to meeting up and celebrating with them in November."

In addition to serving as a gathering place for Blizzard Entertainment gaming communities, BlizzCon will offer attendees a chance to enjoy:

- Hands-on play time with the latest versions of Blizzard Entertainment games
- Global finals for Blizzard eSports, featuring top pro gamers from around the world
- In-depth discussion panels with Blizzard game developers and artists
- Competitive and casual tournaments for players to showcase their talents
- Community contests with great prizes
- Commemorative merchandise based on Blizzard Entertainment's game universes
- More activities and attractions to be announced

The previous BlizzCon was held in Anaheim in October 2011. Tickets to the event sold out in seconds, and highlights included the unveiling of the fourth *World of Warcraft* expansion, *Mists of Pandaria*®, and an epic closing concert featuring rock legends Foo Fighters.

Further details about BlizzCon 2013, including ticket availability and pricing, will be announced on the official BlizzCon website (www.blizzcon.com) as the event draws closer. Those interested in attending the show in person can make advance hotel reservations now and receive special BlizzCon rates by booking through the [BlizzCon hotel website](#).

Blizzard Entertainment is currently hiring for numerous open positions. More information on available career opportunities can be found at www.blizzard.com/jobs.

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 fifteen #1-selling 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.

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 dates and event plans for BlizzCon 2013, 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.

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