



Battle.net® and Facebook Integration Announced

Blizzard Entertainment's Next-Generation Online Gaming Platform Will Integrate with Facebook to Enhance Social Gaming Experience

IRVINE, Calif., May 05, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. announced today that its Battle.net^(R) gaming service will integrate with Facebook^(R), linking the world's premier online gaming platform with the world's most popular social platform. The first step in the integration will enable StarCraft^(R) II: Wings of Liberty^(TM) players to quickly add Blizzard gamers who are friends on Facebook to their Battle.net friend lists, facilitating their social gaming experience on the service.

"We're pleased to be working with Facebook to integrate their platform with Battle.net to enhance the social-entertainment experience for our players," said Paul Sams, chief operating officer of Blizzard Entertainment. "This new functionality will make it easier than ever to connect with friends on Battle.net and play StarCraft II and future Blizzard Entertainment games together."

The new Facebook functionality in Battle.net will be tested in the near future via the ongoing StarCraft II: Wings of Liberty beta test and will be available to all StarCraft II players when the game ships later this year. Information about other Facebook-related features on Battle.net will be announced at a later date.

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 eleven #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.

Facebook^(R) is a registered trademark of Facebook Inc.

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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