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## Declare Your Allegiance in the Battle for Azeroth™

*All-out war between the Horde and the Alliance erupts in the seventh expansion to Blizzard Entertainment's World of Warcraft®*

*Recruit and play as new Allied Races, plunder the Islands of the Great Sea in search of vital resources, lead the charge in grand-scale PvE Warfronts, and more*

ANAHEIM, Calif.--(BUSINESS WIRE)-- The battle against the Legion has left the world broken—but the shattered trust between the Alliance and the Horde could prove the hardest wound to mend. Blizzard Entertainment today unveiled plans for *World of Warcraft®: Battle for Azeroth™*, a new expansion to the company's acclaimed massively multiplayer online role-playing game that will test players' resolve as they champion their faction's cause in a devastating new war.

This press release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20171103005842/en/>



In *Battle for Azeroth*, the fall of the Burning Legion has set off a series of disastrous incidents that reignites the furious rivalry between the noble Alliance and the mighty Horde. As a new age of warfare begins, Azeroth's heroes must set out on a harrowing journey in search of new allies, race to claim the world's mightiest resources to turn the tides of war, and fight on several fronts to determine which side will lead Azeroth into its uncertain future.

"Conflict is at the heart of the *Warcraft*® saga, and in *Battle for Azeroth*, tensions that have been simmering for a long time

World of Warcraft: Battle for Azeroth (Graphic: Business Wire)

escalate into all-out war," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "*World of Warcraft* players are incredibly passionate about the characters and factions they identify with in the game, and this expansion will make them prouder than ever to declare their allegiance to the Horde or to the Alliance."

*World of Warcraft: Battle for Azeroth* includes new features and content that will put heroes' dedication and fortitude to the test. In this expansion, players will be called upon to:

- 1 **Explore Two Fabled Kingdoms:** As a champion of the Horde, travel to the **Zandalari** empire to persuade the trolls to lend their naval might. As a defender of the Alliance, venture to the seafaring kingdom of **Kul Tiras**, home of Jaina Proudmoore, and rally its inhabitants to fight for your cause.
- 1 **Recruit Allied Races:** Take a new form for your adventures as several new playable **Allied Races**, each with unique racial abilities. Earn the favor of the Highmountain tauren, Void elves, Dark Iron dwarves, and others to create a new character of that race and add their strength to your faction.
- 1 **Plunder the Islands of the Great Sea:** Scour Azeroth's myriad uncharted **Islands** and conquer an ever-changing array of enemies, environments, and objectives. Battle in groups of three as you race against cunning rival intruders—or enemy players—to collect each island's resources and fuel the war effort.
- 1 **Charge Into the Warfronts:** Fight on the battlefields of a large-scale, 20-player cooperative **Warfront** to claim a key strategic location. Capture resources to build your faction's forces, lead the charge as your troops lay siege to objectives, and fight the enemy commander to claim victory in this new PvE mode inspired by classic *Warcraft* RTS battles.
- 1 **Infuse Your Armor with Titanic Might:** Seek out Azerite, an invaluable new resource that has emerged in the

Legion's wake. Imbue the Heart of Azeroth—a legendary neck piece entrusted to each hero by Magni Bronzebeard—with Azerite to customize your armor with new powers and traits.

- | **Battle to Level 120:** Trace the corruption of the Blood God to the Underrot, unearth the secrets of a lost titan vault, escape from the Drust Realm of the Dead, and more as you quest through 10 new levels—then continue to grow in power through new World Quests, raids, dungeons, and more.
- | **Instantly Boost to Level 110:** Enter the raging conflict between the Horde and the Alliance prepared to survive on the front lines of a vicious new war.
- | **Connect Through Communities:** Join up with *WoW*<sup>®</sup> players who share common interests in persistent cross-realm **Communities**. Share strategies with members of your class, fraternize with auction house magnates, talk shop with fellow tailors, and expand your social circles.

To learn more about *World of Warcraft: Battle for Azeroth*, visit the expansion's official website at [www.worldofwarcraft.com/battleforazeroth](http://www.worldofwarcraft.com/battleforazeroth).

#### About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*<sup>®</sup>, *Hearthstone*<sup>®</sup>, *Overwatch*<sup>®</sup>, the *Warcraft*<sup>®</sup>, *StarCraft*<sup>®</sup>, and *Diablo*<sup>®</sup> franchises, and the multi-franchise *Heroes of the Storm*<sup>®</sup>, 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 twenty-one #1 games\* and multiple Game of the Year awards. The company's online gaming service, Blizzard *Battle.net*<sup>®</sup>, is one of the largest online-gaming services in the world, with millions of active players.

\*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 the gameplay, features, and functionality of *World of Warcraft*<sup>®</sup>: *Battle for Azeroth*, 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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