



May 17, 2016

See the Warcraft Movie, Get World of Warcraft® Free

Buy a ticket to Legendary Pictures' Warcraft movie at Regal and continue the adventure with a free digital copy of Blizzard Entertainment's World of Warcraft®†

Play World of Warcraft between May 25-August 1 and receive all-new movie-inspired looks for your in-game weapons††

IRVINE, Calif.--(BUSINESS WIRE)-- When the credits roll in the theater, a new adventure awaits at home—Blizzard Entertainment and Regal Entertainment Group today announced an epic promotion that gives moviegoers a chance to continue the journey they began in Legendary Pictures' *Warcraft*® movie. In celebration of the film's June 10 U.S. theatrical release, anyone who buys a ticket to see *Warcraft* at participating Regal Cinemas locations in the United States will receive a free digital copy of *World of Warcraft*®†—the acclaimed massively multiplayer online role-playing game played by millions of people worldwide.

"A whole new audience will experience the war between the Alliance and the Horde when the *Warcraft* movie hits theaters," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're excited to give Regal moviegoers in the U.S. a chance to participate in that conflict firsthand and explore Azeroth for themselves after seeing it on the big screen."

In addition, *World of Warcraft* players around the globe can celebrate the movie's release by customizing their in-game weapons with four movie-inspired looks, including the ornate sword and shield carried by soldiers of the Alliance, a massive and menacing Horde axe, and the staff of the fel-twisted orc warlock Gul'dan. Players who log in to the game between May 25 and August 1 will automatically receive this free set of cosmetic gear to permanently add to their collection.

Find out more about *World of Warcraft* and this promotion at www.warcraft.com/movie.

For *World of Warcraft* screenshots, videos, and other media, visit the Blizzard Entertainment press site at <http://blizzard.gamespress.com/world-of-warcraft>.

†To receive digital World of Warcraft game code, ticket receipt must be redeemed at participating Regal Cinemas, United Artists, or Edwards Theaters location starting June 9, 2016 (while supplies last). Digital game code expires December 31, 2016.

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 nineteen #1 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.

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

About the Warcraft Movie

Legendary's *Warcraft* is a 3D epic adventure of world-colliding conflict based upon Blizzard Entertainment's globally renowned universe. Directed by Duncan Jones (*Moon*, *Source Code*) and written by Charles Leavitt and Duncan Jones, the film is a Legendary Pictures, Blizzard Entertainment, and Atlas Entertainment production. The producers are Charles Roven, Thomas Tull, Jon Jashni, Alex Gartner, and Stuart Fenegan. Jillian Share, Brent O'Connor, Michael Morhaime, and Paul Sams serve as executive producers. Rob Pardo, Chris Metzen, Nick Carpenter, and Rebecca Steel Roven co-produce. The film will be released in 3D by Universal Pictures on Friday, June 10, 2016.

About Legendary

Legendary Entertainment is a leading media company with film (Legendary Pictures), television and digital (Legendary Television and Digital Media), and comics (Legendary Comics) divisions dedicated to owning, producing, and delivering content to mainstream audiences with a targeted focus on the powerful fandom demographic. Through complete or joint ownership, Legendary has built a library of marquee media properties and has established itself as a trusted brand that consistently delivers high-quality, commercial entertainment including some of the world's most popular intellectual property. In aggregate, Legendary Pictures-associated productions have realized grosses of more than \$12 billion worldwide at the box office. To learn more visit: www.legendary.com.

About Regal Entertainment Group

Regal Entertainment Group (NYSE: RGC) operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 7,329 screens in 567 theatres in 42 states along with Guam, Saipan, American Samoa and the District of Columbia as of March 31, 2016. The Company operates theatres in 46 of the top 50 U.S. designated market areas. We believe that the size, reach and quality of the Company's theatre circuit not only provide its patrons with a convenient and enjoyable movie-going experience, but is also an exceptional platform to realize economies of scale in theatre operations.

Additional information is available on the Company's website at www.REGmovies.com.

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 *World of Warcraft*, including with respect to its features and gameplay, 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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