



What Do You Get When You Put Hearthstone™: Heroes of Warcraft™ On iPadFun!

App Store™ rollout of Blizzard Entertainment's critically acclaimed digital card game begins in select regions; coming soon to rest of planet

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment is pleased to inform swagnificent, Zippi79, MrHeed, JohnTheTree, Successlol, SpiritGuard, AnimaLeet, Waffles, Thinkzalot, SwaggishMike, and everyone else who was asking online, that *Hearthstone™: Heroes of Warcraft™*, its free-to-play digital card game, is now available on iPad® in Canada, Australia, and New Zealand, with the iPad App Store™ release for the rest of the world coming soon.

"*Hearthstone's* player base has already grown to more than 10 million registered accounts following the official Windows® and Mac® release,* but we saw that a few people online were holding out for the iPad version," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "Instead of calling those folks up individually, we figured we might as well let everyone know that the global iPad rollout for *Hearthstone* has begun, and pretty soon it'll be available everywhere. The game is a natural fit for tablets—we encourage everyone to check it out on their couch, in their backyard, in a coffee shop . . . or anywhere else they take their iPads.†"

In addition to Australians', Canadians', and New Zealanders' iPads, *Hearthstone* is available for Windows and Mac PCs globally, with iPad support for the rest of the world coming soon. Android™ device, iPhone, and Windows tablet versions are also in development and will be available in the future.

Visit playhearthstone.com or the iPad App Store (select regions) today to learn more about *Hearthstone*, download the game for free, and start having fun!

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 sixteen #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.

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

†Internet connection required so that the Battle.net® gnomes can keep your card collection up to date across platforms. Apple, Mac, and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Android is a trademark of Google, Inc.

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