



Diablo® III Now Live

It's a bad day for demons . . .

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that *Diablo*® III, the highly anticipated next chapter in its award-winning action—role-playing-game series, is now available in retail stores throughout the U.S., Canada, Europe, South Korea, Southeast Asia, Australia, New Zealand, and the regions of Taiwan, Hong Kong, and Macau. Gamers in the regions above as well as in Mexico, Argentina, Chile, and Brazil are also able to purchase *Diablo III* digitally via the game's official website (<http://www.diablo3.com>).

In the wake of a Blizzard record of more than 2 million preorders*, and following more than 8,000 midnight launch events earlier today at retail stores worldwide, gamers across the planet are now storming Sanctuary in hot pursuit of the Lord of Terror.

"This launch is a culmination of many years of hard work by our development team, and many years of passionate, dedicated support from gamers around the world," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're grateful for the enthusiasm of our players, and for the help of our beta testers in getting the game ready for release. Now that *Diablo III* is live, we hope everyone's ready to have a hellishly good time slaying demons and collecting loot in Sanctuary."

Diablo III is available for Windows® XP/Windows Vista®/Windows® 7 and Macintosh® at a suggested price of \$59.99 USD for both the retail DVD-ROM version and the digital version sold directly from Blizzard. A special alabaster-white Collector's Edition, sold exclusively in retail stores while supplies last at a suggested price of \$99.99 USD, includes the game on DVD-ROM, a behind-the-scenes Blu-ray/DVD two-disc set, the *Diablo III* soundtrack CD, a 208-page *Art of Diablo III* book, and a 4 GB USB soulstone (including full versions of *Diablo II* and *Diablo II: Lord of Destruction*®) and corresponding Diablo skull base, as well as exclusive in-game content for *Diablo III*, *World of Warcraft*®, and *StarCraft*® II: *Wings of Liberty*®. *Diablo III* has received a Mature rating from the ESRB.

Players in the Latin American countries listed above and in Russia will be able to purchase *Diablo III* at local retail locations starting June 7. Digital availability via <http://www.diablo3.com> for the Russian version of the game will also begin June 7. In addition to the English version, *Diablo III* is fully localized into Latin American Spanish, Brazilian Portuguese, French, German, European Spanish, Italian, Polish, Russian, Korean, and traditional Chinese.

Diablo III continues the epic *Diablo* storyline, with players taking on the role of one of five heroic characters -- barbarian, witch doctor, wizard, monk, or demon hunter -- and embarking on an epic quest to save the world of Sanctuary from the corrupting forces of the Burning Hells. As players adventure through rich and varied settings, they'll engage in pulse-pounding combat with hordes of monsters and challenging bosses, grow in experience and ability, acquire artifacts of incredible power, and meet key characters who'll join them in battle or aid them in other ways. The game features the intuitive interface, fast-paced action, and visceral gameplay that *Diablo* players have come to expect and enjoy.

Designed from the ground up to leverage the full functionality of the [Battle.net](http://www.battle.net)® platform, *Diablo III* also provides gamers with industry-leading matchmaking and communication tools, allowing adventurers to seamlessly join forces for cooperative play. [Battle.net](http://www.battle.net) also provides the infrastructure for the *Diablo III* auction house, a feature-rich marketplace that Sanctuary's heroes can use to trade their hard-earned treasures. To learn more about the auction house and the other features of *Diablo III*, please visit the official website at <http://www.diablo3.com>.

With multiple games in development, Blizzard Entertainment has numerous positions currently available -- visit <http://jobs.blizzard.com> for more information and to learn how to apply.

* Includes units preordered as part of *World of Warcraft* Annual Pass promotion, as well as retail and digital preorders.

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 thirteen #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 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.

Blizzard Entertainment
Lisa Jensen
Vice President, Global Public Relations
949-854-6200 dir
949-854-7900 fax
ljensen@blizzard.com

or
Rob Hilburger
PR Director
949-242-8404 dir
949-854-7900 fax
rhilburger@blizzard.com

or
Che'von Slaughter
PR Manager
949-955-1380 x14338 dir
949-854-7900 fax
cslaughter@blizzard.com

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media