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You Are Cordially Invited to One Night in Karazhan™—The Newest Hearthstone® Adventure Begins August 11

Purchase entire Adventure within first week of release and receive special Karazhan-themed card back

Play free prologue mission, going live at launch, and earn two of Adventure's groovy new cards

SHANGHAI--(BUSINESS WIRE)-- Equip your dancing shoes and make sure you're properly attuned, because you're invited to the hottest party in the Eastern Kingdoms! Blizzard Entertainment today revealed *One Night in Karazhan*™—a brand-new Hearthstone® Adventure that takes players inside Medivh's tower, Karazhan, for a truly enchanted experience. As Azeroth's most powerful mage, Medivh's magical prowess is surpassed only by his love for extravagant shindigs, and he has spared no expense to entertain his cherished guests—lavish feasts, impeccable Opera performances, and more await you inside.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160729005027/en/>



"*One Night in Karazhan* will give players the chance to party with Medivh while earning some great new cards for their collections," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're excited to reimagine one of Azeroth's most beloved locations in Hearthstone, and we can't wait to see players put their new decks to the test."

Once you arrive at the party, you'll find that Medivh has gone missing—and his collection of arcane objects is running amok throughout the castle. It's up to you and Moroes, Medivh's trusted butler, to keep the party under control and find your host, while still finding time to enjoy the amenities! With a lineup of iconic characters to encounter, everyone's favorite enchanted chess board,

Get your groove on with a new Hearthstone® Adventure—*One Night in Karazhan*™—starting August 11. (Graphic: Business Wire)

and 45 groovy new cards to add to your collection, *One Night in Karazhan* promises to be an Adventure to remember.

The party starts August 11 on Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and iOS and Android mobile phones, and the four wings of *One Night in Karazhan* will open on a weekly basis (one per week). *One Night in Karazhan* will be available in the in-game shop in full for \$19.99 USD, one wing at a time for 700 gold or \$6.99 USD each, or in discounted bundles based on the number of individual wings already purchased. Upon release, all Hearthstone players will be able to play a prologue mission free and earn two of the Adventure's new cards. In addition, players who purchase the full Adventure during the first week of its release will receive a special Karazhan-themed card back.

Check out the star-studded guest list and learn more about *One Night in Karazhan* at www.karazhan.com.

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 twenty #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 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 pricing, preorder dates, release dates, and features of *Hearthstone: Heroes of Warcraft* and the *One Night in Karazhan* Adventure, 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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