



## BlizzCon® 2010 Announced

### ***Blizzard Entertainment's Fifth BlizzCon Gaming Celebration to Be Held at Anaheim Convention Center October 22-23, 2010***

IRVINE, Calif., Mar 25, 2010 (BUSINESS WIRE) -- Blizzard Entertainment, Inc. today announced plans for its fifth BlizzCon<sup>(R)</sup> gaming convention, to be held at the Anaheim Convention Center in Anaheim, California on Friday, October 22 and Saturday, October 23, 2010. BlizzCon is a celebration of the global player communities surrounding Blizzard Entertainment's *Warcraft*<sup>(R)</sup>, *StarCraft*<sup>(R)</sup>, and *Diablo*<sup>(R)</sup> universes.

"BlizzCon offers us a great opportunity to meet with our players and share our enthusiasm for gaming with one of the most passionate communities in the world," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're looking forward to providing another great show filled with entertainment, competition, and the latest information about Blizzard Entertainment games."

In addition to serving as a gathering place for Blizzard Entertainment gaming communities, BlizzCon will offer attendees a chance to enjoy:

- Hands-on play time with upcoming Blizzard Entertainment games
- Discussion panels with Blizzard Entertainment developers
- Competitive and casual tournaments for players to showcase their talents
- Community contests with great prizes
- Commemorative merchandise based on Blizzard Entertainment's game universes
- More exciting activities and attractions to be announced

The previous BlizzCon was held in Anaheim in August 2009. Tickets to the event sold out in minutes, and some of the highlights included the announcement of *World of Warcraft*<sup>(R)</sup>: *Cataclysm*(TM), the unveiling of a new playable class in *Diablo*<sup>(R)</sup> III, the first public hands-on with the single-player campaign of *StarCraft*<sup>(R)</sup> II: *Wings of Liberty*(TM), and a closing concert featuring rock legend Ozzy Osbourne.

Further details about BlizzCon 2010, including ticket availability and pricing, will be announced on the official BlizzCon website, [www.blizzcon.com](http://www.blizzcon.com), as the event draws closer.

To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard Entertainment games, the company is currently hiring for numerous open positions. More information on available career opportunities can be found at [www.blizzard.com/jobs](http://www.blizzard.com/jobs).

#### **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft*<sup>(R)</sup> and the *Warcraft*<sup>(R)</sup>, *StarCraft*<sup>(R)</sup>, and *Diablo*<sup>(R)</sup> series, 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 eleven #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net<sup>(R)</sup>, 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 help 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, Blizzard Entertainment's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Blizzard Entertainment's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Blizzard Entertainment, maintenance of relationships with key personnel, customers, vendors and third-party developers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in integrating the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in 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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