



StarCraft® II: Wings of Liberty™ Midnight Launch Event

Blizzard Entertainment to Celebrate Release with Signings, Exhibition Games, and More

IRVINE, Calif., Jul 20, 2010 (BUSINESS WIRE) -- Blizzard Entertainment today announced its plans for the official North American midnight launch event for *StarCraft^(R) II: Wings of Liberty^(TM)*, the long-anticipated sequel to 1998's critically acclaimed real-time strategy game, *StarCraft*. The event will take place at Fry's Electronics at 10800 Kalama River Avenue in Fountain Valley, CA, with activities starting at 9 p.m. on July 26, and sales of *StarCraft II: Wings of Liberty* beginning at midnight.

"We're looking forward to celebrating the launch of *StarCraft II: Wings of Liberty* with our community at the official launch event here in Southern California and at other locations worldwide," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "This is something we've been working toward for several years, and we're excited to soon be able to share the results of that work with gamers around the world."

As well as being among the first to acquire the game, attendees will have an opportunity to meet developers from Blizzard Entertainment, who will be present to welcome players and sign their copies. Live music, exhibition matches, and Q&A sessions with Blizzard Entertainment developers will also take place onsite. More details about the event can be found at <http://us.blizzard.com/en-us/company/events/starcraft2-midnight-openings.html>.

Attendees will be able to purchase the standard edition of the game for a suggested price of \$59.99 as well as the special Collector's Edition for a suggested price of \$99.99. The Collector's Edition contains the following bonus items in addition to the game disc:

- *The Art of StarCraft II: Wings of Liberty*, a 176-page book featuring artwork from the game
- An exclusive 2GB USB flash drive replica of Jim Raynor's dog tag, which comes preloaded with the original *StarCraft* and the *StarCraft: Brood War^(R)* expansion set
- A behind-the-scenes DVD containing over an hour of developer interviews, cinematics with director's commentary, and more
- The official *StarCraft II: Wings of Liberty* soundtrack CD, containing 14 epic tracks from the game along with exclusive bonus tracks
- *StarCraft* comic book issue #0, a prequel to the comic series
- A *World of Warcraft^(R)* mini Thor in-game pet that can be applied to all *World of Warcraft* characters on a single Battle.net^(R) account
- Exclusive Battle.net downloadable content, including special portraits for your Battle.net profile, decals to customize your units in-game, and a visually unique version of the terran Thor unit

StarCraft II: Wings of Liberty is the sequel to Blizzard Entertainment's 1998 blockbuster hit *StarCraft*. With over 11 million copies sold, the franchise has been hailed by players and critics worldwide as one of the top real-time strategy series of all time and has become a fixture on the professional eSports circuit. *StarCraft II* will once again center on the clash between the protoss, terrans, and zerg, with each side deploying favorite units from the original *StarCraft*, along with numerous upgraded and brand-new units and abilities that allow for fresh tactics and strategies. The game's new 3D-graphics engine maintains the speed and responsive control of its predecessor while rendering hundreds of units onscreen for massive battles. For more information on *StarCraft II: Wings of Liberty*, visit the official website at www.starcraft2.com.

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

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*^(R) and the *Warcraft*^(R), *StarCraft*^(R), and *Diablo*^(R) series, 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 eleven #1-selling games and multiple Game of the Year awards. The company's online-gaming service, Battle.net^(R), 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.

SOURCE: Blizzard Entertainment

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