Diablo® III Sets PC-Game Launch Record

The forces of Sanctuary already stand more than 6.3-million strong and growing

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that as of the first 24 hours of *Diablo® III*'s release, more than 3.5 million copies had been sold, setting the new all-time record for fastest-selling PC game.* That number does *not* include the more than 1.2 million players who received *Diablo III* as part of signing up for the *World of Warcraft®* Annual Pass promotion. Altogether, more than 4.7 million gamers around the world were poised to storm Sanctuary on day 1 of *Diablo III*'s release -- representing the biggest PC-game launch in history.

As of the first week of the game's availability, that number had already grown to more than 6.3 million.* The above figures also do not include players in Korean Internet game rooms, where *Diablo III* has become the top-played game, achieving a record share of more than 39% as of May 22.†

"We're definitely thrilled that so many people around the world were excited to pick up their copy of *Diablo III* and jump in the moment it went live," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We also regret that our preparations were not enough to ensure everyone had a seamless experience when they did so. I want to reaffirm our commitment to make sure the millions of *Diablo III* players out there have a great experience with the game moving forward, and I also want to thank them for their ongoing support."

"Regarding today's announcement, we recognize that setting a new launch record is a big achievement," Morhaime continued. "However, we're especially proud of the gameplay feedback we've received from players worldwide. We're pleased that *Diablo III* has lived up to players' high expectations, and we're looking forward to welcoming more players into Sanctuary in the days ahead."

Diablo III went live on May 15, with more than 8,000 retailers throughout the U.S., Canada, Europe, South Korea, Southeast Asia, Australia, New Zealand, and the regions of Taiwan, Hong Kong, and Macau opening their doors to players at midnight or concurrently with the local release time in celebration of the launch. In addition to being able to buy the game at retail stores, gamers in the regions above as well as in Mexico, Argentina, Chile, and Brazil are also able to purchase *Diablo III* digitally via the official *Diablo III* website (http://www.diablo3.com).

Commenting on the game's sales achievement, Bob McKenzie, senior vice president of merchandising at GameStop, stated, *"Diablo III* was one of our biggest PC launches ever and will help make this a record year for Blizzard at GameStop."

According to John Love, director of video games at Amazon.com, "Not only did *Diablo III* break the record for most preordered PC game of all-time on Amazon.com, but it also shattered the record for best day-one sales for any PC game ever on Amazon.com." Blizzard thanks its retail partners around the world for their support and commitment to the Diablo series.

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. The game 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 is the latest chapter in Blizzard's critically acclaimed action—role-playing-game series. The game 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 a perilous 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. *Diablo III* 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® platform, *Diablo III* also provides gamers with industry-leading matchmaking and communication tools, allowing adventurers to seamlessly join forces for cooperative play. 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.

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

† www.gametrics.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 fourteen #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, including statements about the expected release date of Diablo III in certain regions, 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 their control and may cause actual results to differ materially from current expectations.

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