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Hearthstone® Players to Embark on a Journey to Un'Goro™ in April

Unearth 135 new cards in upcoming expansion for Blizzard Entertainment's internationally acclaimed digital card game

IRVINE, Calif.--(BUSINESS WIRE)-- Are you seeking adventure and fame with a dash of danger? Azeroth's finest scholars and explorers have today begun preparing for *Journey to Un'Goro™*, the new expansion coming to *Hearthstone®*, Blizzard Entertainment's smash-hit digital card game, in April. Those brave or at least curious enough to embark on an expedition to a land of primordial wonder will encounter ancient elementals, frightening flora, and some of the fiercest predators to ever inhabit Azeroth—all while unearthing 135 new *Hearthstone* cards to add to their collections!

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

<http://www.businesswire.com/news/home/20170227006317/en/>



Journey to Un'Goro™ takes *Hearthstone®* players to a land of primordial wonder, filled with ancient elementals, frightening flora, and some of the fiercest predators to ever inhabit Azeroth (Graphic: Business Wire)

Hearthstone's other card packs. Starting tomorrow and up until the expansion is released, players can pre-purchase *Journey to Un'Goro* card packs in a special 50-pack bundle, on any platform, for a one-time price of \$49.99 (one purchase per account). Eager explorers who pre-purchase this bundle will receive a unique themed card back to help set the proper mood for the upcoming expedition.

Prepare for your journey at ungoro.com.

About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft®*, *Hearthstone®*, *Overwatch®*, the *Warcraft®*, *StarCraft®*, and *Diablo®* franchises, and the multifranchise *Heroes of the Storm®*, 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-one #1 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:

Journey to Un'Goro will take adventurers to the heart of the Un'Goro crater, a prehistoric region of Azeroth preserved in time. Rumor has it that previous explorers left some unfinished business in Un'Goro—daunting quest cards that, should you complete their requirements, grant rewards of monstrous power. It's also said that the crater's dinosaurs can adapt to any threat through a newly discovered form of evolution, and can be quite territorial. Though you'll be tested at every turn, worry not! Your safety is virtually guaranteed ... just make sure not to touch anything!

Coming to Windows and Mac PCs; Windows, iOS, and Android™ tablets; and mobile phones, *Journey to Un'Goro* card packs will be winnable in *Hearthstone's* Arena mode and purchasable with in-game gold or real money at the same prices as

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 the *Journey to Un'Goro* expansion for *Hearthstone: Heroes of Warcraft*, 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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