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## Hearth and Home Animated Short Invites Players into the World of Hearthstone®

*Future animated shorts and an ongoing comics series will help bring the setting of Blizzard Entertainment's smash-hit digital card game to life in delightful new ways*

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment today debuted *Hearth and Home*, a brand-new musical animated short that explores the story of *Hearthstone*®'s mystical Tavern—the setting for Blizzard's smash-hit digital strategy card game. *Hearth and Home* is a whimsical introduction to the Tavern and its patrons and serves as the first in an upcoming series of animated shorts, as well as comics, that draw players into the game's distinctively charming setting.

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

<http://www.businesswire.com/news/home/20170823005249/en/>

The Tavern is a warm and welcoming place full of laughter, camaraderie, and good-natured competition, and home to a charming cast of characters assembled from every corner of Azeroth. This includes vibrant and (mostly) friendly folks such as Malto, the kindly old mage; and Sarge, the Tavern's resident mouse. The personalities in this ethereal inn draw inspiration from the many types of *Hearthstone* players who enjoy *Hearthstone* in real life. Whether they're seasoned pros or just getting into the game like the young protagonist Ava, there's a place in the Tavern for everyone.

"With *Hearth and Home*, our new animated short, we aimed to capture the wonder and magic of *Hearthstone*—in the Tavern's welcoming interior, in its colorful patrons, and of course in their catchy song," said Lydia Bottegoni, senior vice president of Story & Franchise Development at Blizzard Entertainment. "We're looking forward to sharing more tales from the *Hearthstone* Tavern featuring Ava and her friends in the months ahead."

Pull up a chair and watch *Hearth and Home*, the new *Hearthstone* animated short, on [YouTube](#).

Earlier this month, Blizzard Entertainment released *Knights of the Frozen Throne*, the latest expansion for *Hearthstone*, which is available now for Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and iOS and Android phones. In *Knights of the Frozen Throne*, players storm Icecrown Citadel, the Lich King's frozen fortress, in pursuit of the icy monarch's unholy power.

Please visit the [Blizzard press center](#) for assets and information.

### **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](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 twenty-one #1 games\* and multiple Game of the Year awards. The company's online-gaming service 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 *Hearthstone* animated shorts and comics, 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

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