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## Blizzard Entertainment Establishes State-of-the-Art Live-Event Destination: Blizzard Arena Los Angeles

*Cutting-edge entertainment venue with a legendary past will host a steady schedule of premier live competition, including the Overwatch League™, Hearthstone® Championship Tour, and more*

*Tickets for the first events available now*

IRVINE, Calif.--(BUSINESS WIRE)-- World-class esports have a new home in the entertainment capital of the world. Blizzard Entertainment today unveiled Blizzard Arena Los Angeles, a cutting-edge live-event destination for pro players, esports fans, and everyone else who loves premier competition. Situated in the legendary Burbank Studios, once home to groundbreaking television shows, the studio at Blizzard Arena Los Angeles has been custom-tailored to support an exciting live-event experience for local attendees and broadcast audiences around the world. When the Arena opens for business on October 7, top competitors from across Blizzard esports will be the newest stars to shine on one of the most celebrated stages in television history.

This Smart News Release features multimedia. View the full release here:  
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"We're at a tipping point for esports and we look forward to helping usher in a new era of competition-based entertainment," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "As we open the doors of Blizzard Arena Los Angeles and welcome fans from around the world, we're honored to bring the best in Blizzard esports to the same stage that some of the biggest names in entertainment have called home."

With multiple sound stages, control rooms, and practice facilities, Blizzard Arena Los Angeles was built to support a full slate of competitive events year-round. In addition, the Burbank, California arena will house a Blizzard retail store that rotates stock for event attendees based on the competitions taking place at the time.

Blizzard Arena Los Angeles will open its doors to the public for the first time on the weekend of October 7-8 with the Overwatch Contenders Season One Playoffs taking center stage. The culmination of a summer of formidable European and North American competition, the Overwatch Contenders Playoffs will crown the top Contenders teams in each region.

Beginning October 13, the Hearthstone® Championship Tour's Summer Championship will bring top-notch Hearthstone pros to the Arena for a full weekend of competition, with \$250,000 on the line. The global tournament will conclude the third act of the HCT and set the table for the Hearthstone World Championship, taking place in early 2018.

The early battles of both the Heroes of the Storm® Global Championship (HGC) Finals and World of Warcraft® Arena Championship will be held at Blizzard Arena Los Angeles in late October, with top Heroes of the Storm and WoW® Arena players looking to fight their way onto the championship stages at [BlizzCon®](#), Blizzard's annual community celebration in Anaheim, California, taking place November 3-4.

Then, later this year, some of the top Overwatch® players in the world will take their first steps toward stardom at the Arena when the Overwatch League opens a new era in professional esports. With the players leading the way, the city-based franchises of the Overwatch League have their sights set on establishing a new standard for esports excellence.

Tickets are available now for the [Overwatch Contenders Playoffs](#) and the [HCT Summer Championship](#).

### About Blizzard Entertainment, Inc.

Best known for blockbuster hits including *World of Warcraft*, *Hearthstone*, *Overwatch*, the *Warcraft®*, *StarCraft®*, and *Diablo®* franchises, and the multi-franchise *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. Blizzard [Battle.net](#), 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.

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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 opening dates, features and expected events at Blizzard Arena Los Angeles, and the dates and features of the Overwatch Contenders Season One Playoffs, Hearthstone Championship Tour's Summer Championship, Hearthstone World Championship, Heroes of the Storm Global Championship Finals, World of Warcraft Arena Championship, Overwatch League and BlizzCon, 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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