



March 14, 2017

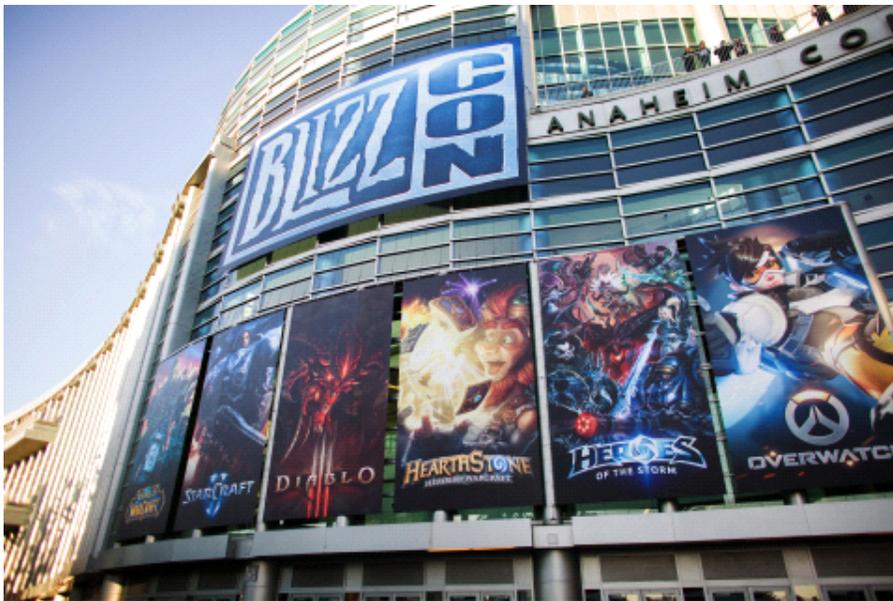
Only 234 Days Left until BlizzCon® 2017!

Blizzard Entertainment's gaming convention and community celebration returns to Southern California November 3 and 4

Tickets on sale April 5 and April 8

IRVINE, Calif.--(BUSINESS WIRE)-- Rally your raid group and find the nearest flight path to Southern California for [BlizzCon® 2017](#), returning to the Anaheim Convention Center on November 3 and 4! Tickets to Blizzard Entertainment's epic gaming convention and community celebration will be made available on two dates, April 5 and April 8.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170314006239/en/>



At this year's event, attendees will get a chance to meet and chat with Blizzard developers, learn more about upcoming features and content, and experience their fellow players' creativity on display through cosplay, art, and a variety of contests. BlizzCon also serves as center stage for Blizzard esports activity, with multiple global tournaments culminating at the show.

"BlizzCon will be here again before we know it, and we're looking forward to catching up with the community, taking in the awesome esports action, and showing everyone what we've been working on," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We're already hard at work making this year's show an unforgettable experience—we can't wait to see everyone there."

BlizzCon returns to the Anaheim Convention Center on November 3 and 4, 2017. (Photo: Business Wire)

In 2017, BlizzCon attendees can expect:

- | A chance to play the very latest in Blizzard Entertainment games
- | World-class esports competition in *Overwatch®*, *StarCraft II®*, *Hearthstone®*, *Heroes of the Storm®*, and *World of Warcraft®*
- | Epic community contests with exciting prizes
- | Panels and Q&A sessions with Blizzard developers and artists
- | Exclusive BlizzCon souvenirs and merchandise
- | More activities and attractions—keep an eye on www.blizzcon.com for updates

The first BlizzCon ticket sale is scheduled to take place Wednesday, April 5 at 7:00 p.m. PT; the second ticket sale will be on Saturday, April 8 at 10:00 a.m. PT. Tickets can be purchased for \$199 USD each (plus applicable taxes and fees) through the online ticketing service [Universe](#). Visit www.blizzcon.com for complete details.

An exclusive pre-BlizzCon dinner to benefit [Children's Hospital of Orange County](#) will take place the evening of Thursday, November 2, and those who attend will have the chance to spend time with Blizzard developers, artists, and community representatives while supporting a great cause. A limited number of tickets (which include BlizzCon admission) will go on

sale Wednesday, April 12 at 7:00 p.m. PT, priced at \$750 each, and Blizzard Entertainment will donate the net proceeds to the hospital.

Once again, gamers around the globe will also have the opportunity to enjoy BlizzCon from the comfort of home via the Virtual Ticket, which offers live streaming coverage of the event. More details on the Virtual Ticket, including pricing, availability, and programming information, will be announced at a later date.

Prospective BlizzCon attendees can make advance hotel reservations now and receive special BlizzCon rates by booking through the [BlizzCon hotel website](#).

To keep up on the latest BlizzCon 2017 news, visit the official site at www.blizzcon.com.

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), 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: Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions or strategies regarding the future, including statements about dates, ticket sales and event plans for BlizzCon 2017 and the features and functionality of the BlizzCon Virtual Ticket, 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.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170314006239/en/>

Blizzard Entertainment, Inc.
Rob Hilburger
VP, Global Communications
949-955-1380 x13228
rhilburger@blizzard.com

or
Andrew Reynolds
Director, Global Public Relations
949-955-1380 x14301
areynolds@blizzard.com

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media