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Crime Rate Soars as Mean Streets of Gadgetzan™ Debuts

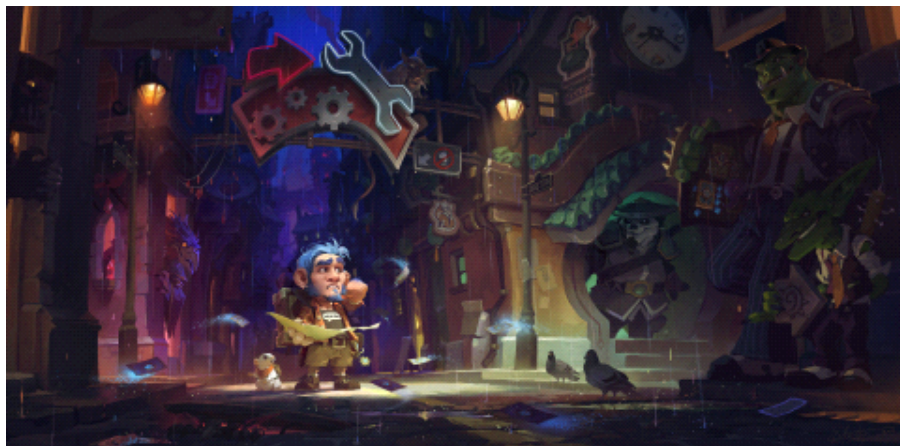
132 thrilling new cards available in fourth expansion for Hearthstone® , Blizzard Entertainment's internationally acclaimed digital card game

Tri-class cards and unique crime family mechanics bring brand-new deck-building possibilities

IRVINE, Calif.--(BUSINESS WIRE)-- City officials today announced that crime in Azeroth's biggest trade city has skyrocketed following the release of *Mean Streets of Gadgetzan™*, the fourth expansion for *Hearthstone®*, Blizzard Entertainment's smash- (and grab) hit digital card game. Determined to make their fortunes in the city of opportunity, players from around the world are pouring into Gadgetzan . . . and the city's three major crime families have taken notice. These fresh recruits have signed up for a life of crime in the hopes of a big score—132 sly 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/20161201006050/en/>



In *Mean Streets of Gadgetzan*, players find themselves in the grimy back-alleys of a lawless locale where criminals from all over Azeroth have found a haven free of scrutiny from the Horde and the Alliance. Above all the petty perpetrators and small-time criminals sit three crime families that truly rule the streets: the weapon-smuggling Grimy Goons, the assassins of the Jade Lotus, and the mana-hungry Kabal. Each family offers unique benefits to its own select set of three *Hearthstone* classes, allowing them to use special tricks of the trade unavailable to rival families. When building decks, players must choose their allies wisely!

Opportunity awaits you in *Mean Streets of Gadgetzan™*, the fourth expansion for *Hearthstone®*, Blizzard Entertainment's smash- (and grab) hit digital card game. (Photo: Business Wire)

give deck-builders all-new ways to play *Hearthstone*," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "It's going to be fun to see the influence of the three crime families spread throughout Gadgetzan as players align themselves with the Grimy Goons, the Kabal, and the Jade Lotus."

"With *Mean Streets of Gadgetzan*, we're introducing some exciting new mechanics to

Mean Streets of Gadgetzan is available now for Windows® and Mac®, and on phones and tablets for iOS and Android™ . Card packs can be purchased individually or in discounted bundles from the in-game Shop for gold or real-world currency at the same price as all other *Hearthstone* card packs. Players now have the chance to win *Mean Streets of Gadgetzan* card packs as quest rewards or prizes in the Arena, and can also craft cards from the expansion by using Arcane Dust collected from disenchanting unwanted cards.

Learn more about the unscrupulous opportunities that await you in the *Mean Streets of Gadgetzan* at www.gadgetzan.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.*

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