



July 17, 2017

Taste Undeath—and Other Flavors—at Blizzard Entertainment's Ice Cream Citadel During Comic-Con®

Ice cream pop-up opens its doors during San Diego Comic-Con® to celebrate upcoming Hearthstone® expansion, Knights of the Frozen Throne

No SDCC badge required

SAN DIEGO--(BUSINESS WIRE)-- Amidst the sweltering San Diego heat, mortals and the undead alike scream . . . for free ice cream. Blizzard Entertainment today announced the grand opening of Ice Cream Citadel, a pop-up ice cream shop that celebrates *Knights of the Frozen Throne™*, the upcoming expansion to *Hearthstone®*, Blizzard's smash-hit digital card game. No San Diego Comic-Con® badge is required, so all are invited to stop by for a free Frozen Cone as well as a photo op with the Lich King, Lord of the Scourge and ultimate purveyor of death and icy treats.

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

<http://www.businesswire.com/news/home/20170717005333/en/>



Located in the PetCo parking lot just a short walk from the San Diego Convention Center, Ice Cream Citadel will provide visitors with free ice cream in two flavors: "Villain-illa" and "Scourgeberry Sorbet." In partnership with Yelp, Blizzard has also created a Yelp business page for the pop-up, titled "The Lich King's Ice Cream Citadel," where users can rate, review, and post photos of their experience. Starting July 18, those brave enough to call the business (1-855-LIC-HKNG) will be greeted by the Lich King's chilling voice.

Get a taste of what's in store at the Ice Cream Citadel by watching the Lich King's teaser trailer at <https://www.youtube.com/watch?v=C8ePY5K0y8M>.

Hearthstone is a free-to-play digital card game featuring quick and lively duels that evoke the spirit of a friendly match played beside a crackling tavern fire. Launching in August, the *Knights of the Frozen Throne* expansion will take players to the frozen lands of Northrend, where they'll raid Icecrown Citadel, the Lich King's frozen fortress, and challenge the Lord of the Scourge for his seat on the Frozen Throne.

Learn more about the upcoming *Hearthstone* expansion at thefrozenthrone.com.

To secure appointments for broadcast or written interviews, contact: Christine Yeo.

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

Join Blizzard Entertainment and the Lich King to celebrate *Knights of the Frozen Throne*, *Hearthstone's* upcoming expansion, with free ice cream at San Diego Comic-Con! (Graphic: Business Wire)

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 the Ice Cream Citadel and the release dates and features of the *Knights of the Frozen Throne* expansion for *Hearthstone* 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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