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**LONG-LOST TREASURES AWAIT *HEARTHSTONE*[®] PLAYERS IN
KOBOLDS & CATACOMBS[™]**

Explore Azeroth's deepest dungeons and collect 135 new cards in the next expansion for Blizzard Entertainment's internationally acclaimed digital card game coming in December

Delve into the new single-player Dungeon Run mode for a relentless and endlessly replayable challenge that's completely free to all players—no prebuilt decks required

IRVINE, California—November 3, 2017—Venture into the dark, winding dungeons deep beneath Azeroth in search of ancient, legendary treasures in *Kobolds & Catacombs*[™], the upcoming expansion for *Hearthstone*[®], Blizzard Entertainment's smash-hit digital card game due out in December. Those daring enough to brave the hazards and monstrosities of this subterranean realm will have ample chance to stuff their bags with awe-inspiring treasures in the form of 135 wondrous new cards!

Pesky Kobolds have been tunneling beneath Azeroth for thousands of years, uncovering and hoarding artifacts long forgotten by mortals and surface dwellers . . . but whispers of these mighty treasures ripe for the taking have begun to spread throughout taverns far and wide. Some of the most alluring rumors speak of powerful **Spellstones** among the 135 cards included in *Kobolds & Catacombs*: enchanted items that you hold in your hand to empower before playing. Intrepid adventurers will also be able to arm themselves with one of **nine new class-specific Legendary Weapons**! Players will receive one free Legendary Weapon the first time they log in to *Hearthstone* after *Kobolds & Catacombs* has launched.

The bravest and most foolhardy adventurers will need all the help they can get as they delve into *Hearthstone*'s **free new single-player game mode: Dungeon Runs**! Coming with the launch of *Kobolds & Catacombs*, Dungeon Runs will send *Hearthstone* players on challenging, high-stakes subterranean adventures inspired by the classic fantasy dungeon crawl. Players start with a novice deck from their class

of choice and face a series of progressively stronger foes, randomly selected from a huge pool of unique bosses. As they progress, they'll bolster their decks with cards looted from defeated bosses, including some immensely powerful treasures exclusive to Dungeon Runs. Heroes should plunder with caution, however, because losing a single battle will spell the end of their Dungeon Run.

Coming this December to Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and mobile phones, *Kobolds & Catacombs* card packs will be winnable in *Hearthstone*'s Arena mode and players can purchase them with in-game gold or real money at the same prices as *Hearthstone*'s other card packs. Starting today and up until the expansion is released, eager treasure seekers can pre-purchase *Kobolds & Catacombs* card packs in a special 50-pack bundle for a one-time price of 49.99 USD (one purchase per account) on Battle.net and in Blizzard's game shop, and receive the sparkling, jewel-encrusted "For the Hoard!" card back for free! Starting November 6, this pre-purchase offer will also be available in-app for iOS and Android players for 49.99 USD, and will reflect local pricing in Canada for 69.99 CAD.

Feast your eyes on the treasures that await at www.KoboldsandCatacombs.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, Blizzard 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 pricing, preorder dates, release dates, features, and functionality of the *Kobolds & Catacombs* expansion for *Hearthstone*, as well as the release dates, features, and functionality of *Dungeon Runs*, 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.