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**HEARTHSTONE® PLAYERS CAN UNLEASH THEIR INNER BEAST IN  
UPCOMING EXPANSION THE WITCHWOOD™**

*Cleanse the cursed forest and tear into 135 new cards in the next expansion for Blizzard Entertainment's internationally acclaimed digital card game, coming in April*

*Pre-purchase a special 50-pack bundle and get 20 bonus packs plus a haunting new card back*

**IRVINE, California—March 12, 2018**—Something spooky is stirring in the heart of *The Witchwood™*, the next expansion for *Hearthstone®*, Blizzard Entertainment's smash-hit digital card game. Next month, those cunning and courageous enough to hunt down monsters and outwit witches can claim their bounty in the form of 135 hair-raising new cards, complete with some uncanny new gameplay mechanics.

Dark magic has twisted the creatures of the forest and set them loose upon the Gilnean capital in Azeroth, but King Genn Greymane and his lycanthropic subjects won't make for easy prey. The citizens of this proud kingdom, who can shapeshift into ferocious wolf-beasts known as worgen, are bringing the fight to *The Witchwood* with tooth and claw—and soon, *Hearthstone* players will join the pack and help them face down the horrors within.

To help them survive the night, players can draw on an arsenal of new tricks, including the eerie new **Echo** keyword. Cards with Echo can be played over and over again, allowing players to call upon a minion or cast a spell multiple times in a turn as long as they have enough mana. In addition, crafty deck-builders can employ powerful minions that challenge them to use only odd- or even-cost cards in exchange for a potent advantage.

Once the expansion is released, players will have two weeks to arm themselves before embarking on Monster Hunts—the thrilling new single-player *Hearthstone* experience that will send players deep into *The Witchwood* to stamp out the evils that lurk within. The leaders of Gilneas are finalizing preparations for these expeditions, and will share more details in the weeks to come.

Coming in April to Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and mobile phones, *The Witchwood* 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, allies of Gilneas can pre-purchase *The Witchwood* card packs in a special 50-pack bundle that also includes 20 bonus packs, as well as the "In a Dark Wood" card back for free. This one-time-only bundle is available on any platform for \$49.99 (one purchase per account).

Prepare for the hunt at [TheWitchwood.com](http://TheWitchwood.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](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. The company's online gaming service, Blizzard Battle.net®, is one of the largest online-gaming services in the world, with millions of active players.

\*Sales and/or downloads, based on internal company records and reports from key distribution partners.

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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 *The Witchwood* expansion for *Hearthstone*, as well as the release dates, features, and functionality of Monster Hunts, 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.