

**For more information contact:**

Lyndsi Achucarro  
Global PR Manager  
949.955.1380 x12650  
lachucarro@blizzard.com

Aramis Ramirez  
PR Coordinator, North America  
949.955.1380 x61063  
aramirez@blizzard.com

**SHARPEN YOUR CLAWS AND TEAR INTO THE WITCHWOOD™,  
HEARTHSTONE®'S EERIEST EXPANSION YET**

*Outwit witches, cleanse the forest of its cursed inhabitants, and claim 135 new cards in the latest expansion for Blizzard Entertainment's internationally acclaimed digital card game*

*For a limited time, players can log in to Hearthstone to claim three free packs and a class Legendary card*

**IRVINE, California—April 12, 2018**—The hunt is on as *Hearthstone*® players set out to lift the malevolent curse twisting *The Witchwood*™, the newest expansion for Blizzard Entertainment's smash-hit digital card game. *The Witchwood* unleashes 135 hair-raising new cards and marks the beginning of a new Hearthstone Year: The Year of the Raven.

A vile magic has taken root in the woods surrounding the city of Gilneas, and the lycanthropic townspeople ready themselves for a showdown with whatever lurks in the dark heart of the forest. As players venture deep into *The Witchwood*, they'll encounter uncanny new cards and gameplay mechanics, such as the eerie new **Echo keyword**. Echo cards can be cast multiple times in a turn, as long as players have enough mana to pay the price. In addition, rumors tell of two powerful Legendary minions—**Baku the Mooneater** and **Genn Greymane**—that present grizzled deck-builders with a unique challenge: use only odd- or even-cost cards in exchange for a game-changing Hero Power boost.

"*The Witchwood* brings a spooky Azeroth fairytale to life in a uniquely *Hearthstone* way," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We can't wait to see players sink their teeth into all the new cards and start shifting their deck-building strategies around Echo and the other new mechanics."

In two weeks, the adventure will continue with the addition of **Monster Hunts**, a free new single-player mode that will take players into the forest to strike at the source of *The Witchwood*'s wicked curse. Stay tuned for further details about *Monster Hunts* very soon.

Today also marks the beginning of the new *Hearthstone* Year—The Year of the Raven. Each *Hearthstone* Year ushers in a fresh set of cards for the Standard competitive format, drastically changing the established meta and leading to more exploration and variety in deck types. With this change, the *Whispers of the Old Gods*™, *One Night in Karazhan*™, and *Mean Streets of Gadgetzan*™ card sets will become playable exclusively in the Wild format, where players are able to draw from every set released to date for *Hearthstone*.

*The Witchwood* is available now for Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and iOS and Android phones. 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 *The Witchwood* 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.

For a limited time, players who log in to *Hearthstone* will receive **three *The Witchwood* card packs and a free random Legendary card** for one of the game's nine Hero classes in celebration of the expansion's launch.

Visit [TheWitchwood.com](http://TheWitchwood.com) to learn more about the expansion and prepare for the hunt.

Assets available at: <https://blizzard.gamespress.com/Hearthstone>

#### About Hearthstone

With more than 70 million players worldwide, *Hearthstone*® is Blizzard Entertainment's internationally acclaimed, free-to-play digital card game designed for novice and veteran card-slingers alike. Players can choose from nine powerful hero classes and customize their decks with minions, spells, and weapons based on the unique fantasy of the Warcraft universe. Featuring a variety of game modes ranging from epic head-to-head duels to story-driven solo adventures, *Hearthstone* offers a vibrant and rewarding experience stacked with strategy, personality, and fun. *Hearthstone* is available globally for Windows® and Mac® PCs; Windows, iOS, and Android™ tablets; and mobile phones.

#### 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.

#### 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 *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.