



## World of Warcraft®: Cataclysm™ On-Month Sales Top 4.7 Million

*Latest expansion for Blizzard Entertainment's massively multiplayer online role-playing game continues record-setting sales pace*

IRVINE, Calif.--(BUSINESS WIRE)-- Blizzard Entertainment, Inc. today announced that *World of Warcraft®: Cataclysm™*, the third expansion for the critically acclaimed massively multiplayer online role-playing game (MMORPG), has sold through more than 4.7 million copies as of its first month of release, setting a new record for monthly PC-game sales.\*

*World of Warcraft: Cataclysm* was simultaneously released in the United States, Canada, Mexico, Argentina, Chile, Europe, Russia, Southeast Asia, Australia, and New Zealand on December 7, and became available in Korea and the regions of Taiwan, Hong Kong, and Macau on December 9. With day-one sales topping 3.3 million copies,\* *World of Warcraft: Cataclysm* became the fastest-selling PC game of all time, shattering the previous record, which was held by the second *World of Warcraft* expansion, *Wrath of the Lich King®*.

"We created thousands of new quests, introduced new lands to explore, and extensively revamped the game world for *World of Warcraft: Cataclysm*, making it our biggest and most ambitious expansion yet," said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. "We've been floored by the community's response so far, and we'd like to thank them for their continued passion and support for *World of Warcraft*, and for helping *Cataclysm* reach this incredible milestone."

Prior to the launch of *Cataclysm*, *World of Warcraft's* subscriber population had grown to more than 12 million players globally, further strengthening the game's position as the world's most popular subscription-based MMORPG. More information about the new expansion can be found at the official *World of Warcraft: Cataclysm* website:

<http://www.blizzard.com/games/cataclysm/>.

To keep pace with the continued growth of *World of Warcraft* as well as development on other Blizzard Entertainment® games, the company is currently hiring for numerous open positions. More information on career opportunities available at Blizzard Entertainment can be found at <http://www.blizzard.com/jobs>.

\*Based on internal company records and reports from key distribution partners. Includes digital distribution.

### **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including *World of Warcraft®* and the *Warcraft®*, *StarCraft®*, and *Diablo®* series, 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 thirteen #1-selling 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.

### **World of Warcraft's Subscriber Definition**

*World of Warcraft®* subscribers include individuals who have paid a subscription fee or have an active prepaid card to play *World of Warcraft*, as well as those who have purchased the game and are within their free month of access. Internet Game Room players who have accessed the game over the last thirty days are also counted as subscribers. The above definition excludes all players under free promotional subscriptions, expired or cancelled subscriptions, and expired prepaid cards. Subscribers in licensees' territories are defined along the same rules.

Blizzard Entertainment, Inc.  
Lisa Jensen  
Vice President, Global Public Relations  
949.854.6200 dir  
949.854.7900 fax  
[ljensen@blizzard.com](mailto:ljensen@blizzard.com)

or  
Rob Hilburger  
PR Director  
949.242.8404 dir  
949.854.7900 fax  
[rhilburger@blizzard.com](mailto:rhilburger@blizzard.com)

or  
Shon Damron  
PR Manager  
949.955.1380 x12508 dir  
949.854.7900 fax  
[sdamron@blizzard.com](mailto:sdamron@blizzard.com)

Source: Blizzard Entertainment, Inc.

News Provided by Acquire Media