



WildTangent Adds World of Warcraft® to its Game Service

Millions of PC gamers can now try Blizzard Entertainment®'s World of Warcraft® directly from their desktops using the WildTangent ORB game service

REDMOND, Wash. – June 17, 2009 – WildTangent, the leading online game publisher and vertical ad network, today announced it has added the world's most popular subscription-based massively multiplayer online role-playing game – Blizzard Entertainment®'s World of Warcraft® – to its growing catalog of casual and core online and downloadable games. The agreement provides almost instant access to an extended 14-day free trial of World of Warcraft for the more than 75 million consumers who in the last three years have purchased PCs or laptops from Dell, HP, Acer, Toshiba or Lenovo which all come equipped with the WildTangent ORB game service.

“World of Warcraft is one of the most successful and popular games in the history of computing,” said David Worle, senior director of business development at WildTangent. “By bringing World of Warcraft to our game service, we have provided added value to the tens of millions of PC owners out there who are using the WildTangent ORB game console every month.”

World of Warcraft has won numerous industry awards and is played by subscribers around the world. Late last year Blizzard Entertainment released the game's second expansion, Wrath of the Lich King™, and it sold more than 2.8 million copies within its first 24 hours of availability, making it the fastest-selling PC game of all time.

###

About WildTangent

Founded in 1998, WildTangent is the fastest growing online game property in the world with more than 40 million unique monthly gamers, offering the most popular online and downloadable games from the world's top developers and publishers.

The WildTangent ORB™ game console ships directly on the desktops of leading PC manufacturers including Acer, Dell, HP, Lenovo and Toshiba giving it a huge global footprint of connected game playing consumers.

WildTangent offers gamers the opportunity to pay per session with WildCoins™, engage with advertising to play for free, or purchase games outright. Advertisers include 20th Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others.

For more information visit www.wildtangent.com.

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), 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 eleven #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 users.

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.

#

Media contact:

Sean Sundwall
WildTangent, Inc.
425-497-4601
sean.sundwall@wildtangent.com