

FOR IMMEDIATE RELEASE

Blizzard Entertainment's Frank Pearce Joins Academy of Interactive Arts & Sciences' Board of Directors

Calabasas, Calif. – November 30, 2011 – The Academy of Interactive Arts & Sciences (AIAS), the professional video games organization advancing the artistic values of the interactive entertainment community, today announced that Frank Pearce has been appointed to the AIAS' Board of Directors effective immediately.

Pearce is a cofounder and executive vice president of product development at Blizzard Entertainment, where he plays a critical role in the development of all Blizzard Entertainment games, including the World of Warcraft®, StarCraft®, and Diablo® series. He brings to the AIAS' Board more than 20 years of industry experience.

"We're thrilled to welcome Frank Pearce to the Academy Board," said Martin Rae, president, Academy of Interactive Arts & Sciences. "Blizzard Entertainment's games, their community and their management team epitomize success in the game business and we look forward to having Frank's valuable perspective on the Board."

"I've always appreciated the Academy's commitment to advancing the gaming medium and fostering creativity within our industry," said Frank Pearce. "I'm honored to be chosen for this role on the Board, and I look forward to drawing on my experiences at Blizzard to help support and contribute to the AIAS' ongoing mission."

"There are few who have had as direct an effect on gamers as Frank Pearce," said Ted Price, president, Insomniac Games. "Through his efforts building and leading Blizzard Entertainment's incredibly successful franchises, Frank is equally revered by the industry and the players Blizzard has entertained for so many years."

"Frank is one of the pillars of integrity on which Blizzard Entertainment is built," said Richard Hilleman, chief creative director, Electronic Arts, and member of the Academy's Board of Directors. "He is an undying advocate for quality and excellence, and brings this passion to Blizzard and all of their creative pursuits. The Academy is dedicated to the celebration of the best that interactive entertainment has to offer, and we know his keen sensibilities will be an invaluable complement to our Board."

Since cofounding Blizzard Entertainment with Allen Adham and Mike Morhaime in 1991, Pearce has been deeply involved in the company's projects. He takes an active role in the ongoing development of World of Warcraft, and he oversaw the development of World of Warcraft's first three expansion packs, The Burning Crusade®, Wrath of the Lich King®, and Cataclysm™. Pearce also served as the executive producer for the company's recent blockbuster real-time strategy game, StarCraft II: Wings of Liberty™, and is currently coordinating the development of its highly anticipated first expansion, Heart of the Swarm™. He also sits on the Computer Science Alumni Advisory Board for the University of California in Los Angeles, where he received a Bachelor of Science degree in computer science and engineering.

The AIAS Board of Directors is the governing body of the 22,000 plus member Academy and

is composed of 15 industry leaders representing Sony, EA, Nintendo, Microsoft, Google, Capcom, Blizzard Entertainment, as well as representatives from the independent development community like Epic Games, Insomniac Games and Day 1 Studios.

For a complete list of the AIAS' Board of Directors, please visit www.interactive.org.

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About Blizzard Entertainment, Inc.

Best known for blockbuster hits including World of Warcraft® and the Warcraft®, StarCraft®, and Diablo® franchises, 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 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.