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BLIZZARD ENTERTAINMENT® UNVEILS SINGLE-PLAYER CAMPAIGN FOR WARCRAFT® III: THE FROZEN THRONE™ AT E3

LOS ANGELES, California – May 14, 2003 – At the 2003 E3 Expo, Blizzard Entertainment® gave show attendees an exclusive look at one of *Warcraft® III: The Frozen Throne™*'s highly anticipated single-player campaigns. With the multiplayer beta test nearing completion, the campaigns are among the last of many new features that are being finalized in preparation for the expansion set's launch this summer.

In *The Frozen Throne*, players revisit the war-torn world of Azeroth. Several months have passed since Archimonde and the Burning Legion were defeated at the battle of Mount Hyjal, but a new threat has arisen throughout the land. The campaign follows the traitorous Death Knight Arthas and the renegade Night Elf Demon Hunter Illidan as they battle their way toward the mysterious Icecrown glacier in Northrend. Imprisoned within this icy tomb is the soul of Ner'zhul, the evil Lich King responsible for unleashing the Undead Scourge upon the world of Azeroth. As the saga unfolds, the villains' intentions are revealed, and the fate of the world will once again find itself in the hands of the resilient Human Alliance and the stalwart Night Elf Sentinels.

"Our plan for the expansion set is to increase the scope and depth of the *Warcraft* universe in many ways," stated Mike Morhaime, Blizzard Entertainment president and co-founder. "In addition to expanding the rich story line, *The Frozen Throne* will also increase the strategic gameplay possibilities available to players, with a wide array of new Heroes and units specifically designed to enhance each race."

Following in the tradition of previous Blizzard expansion sets, *Warcraft III: The Frozen Throne* offers many new features and enhancements to the original game's experience.

Key features include:

- 4 new race-specific Heroes, each with a complementary set of powerful spells and abilities
- 2 new units per race, adding depth to the strategies and tactics that players can employ
- 3 new tilesets, featuring new lands to explore and numerous new creeps and critters

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- Player-built shops, equipped with items uniquely designed for each race
- 5 neutral Heroes that players can recruit to strengthen their armies, such as the Dark Ranger and the Pandaren Brewmaster, each with unique spells and abilities
- New neutral buildings that provide players with additional units, new magical items, and a new mode of transportation
- Expanded multiplayer options over Battle.net®, including clan and tournament support
- Numerous new multiplayer maps
- An enhanced world editor that allows players to create and connect their own custom campaigns, complete with cut-scenes and voiceovers
- 4 single-player campaigns, including a bonus RPG-style mini-campaign designed to demonstrate the power of the world editor

Slated for worldwide release in the summer of 2003, *Warcraft III: The Frozen Throne* will bring all of these new features and enhancements to the fastest-selling PC game ever, *Warcraft III: Reign of Chaos*™. To date, *Reign of Chaos* has sold well over 3 million copies worldwide*. *The Frozen Throne* is expected to retail for approximately \$35.00 and has received a Teen Rating from the ESRB.

Since its debut in 1994, the #1-selling *Warcraft* series has won industry acclaim and has shattered sales records worldwide with over 8 million copies sold*. In 1995, Blizzard followed the well-received *Warcraft: Orcs and Humans*™ with the highly acclaimed *Warcraft II: Tides of Darkness*™, considered by many critics to be one of the best games ever made. In 2002, Blizzard expanded the boundaries of the epic *Warcraft* universe with the release of *Warcraft III: Reign of Chaos*™. This third chapter in the legendary saga quickly became the fastest-selling PC game ever* and has since garnered numerous Game of the Year awards.

Best known for blockbuster hits including the *Warcraft*, *StarCraft*®, and *Diablo*® series, Blizzard Entertainment (www.blizzard.com), a division of Vivendi Universal Games, is a premier developer and publisher of entertainment software renowned for creating many of the industry's most critically acclaimed games. Blizzard's track record includes seven #1-selling games and multiple Game of the Year awards. The company's free Internet gaming service Battle.net reigns as the largest in the world, with millions of active users.

* Based on EDI sell-through, internal company estimates, and reports from key retail accounts around the world