



Blizzard Entertainment (Division of ATVI) to Commemorate 20th Anniversary by Ringing The NASDAQ Stock Market Closing Bell

ADVISORY, March 4, 2011 (GLOBE NEWSWIRE) --

What:

Blizzard Entertainment, Inc. will visit the NASDAQ MarketSite in New York City's Times Square to celebrate its 20th year creating digital interactive entertainment for gamers around the world.

In honor of the occasion, Mike Morhaime, chief executive officer and cofounder of Blizzard Entertainment, will preside over the NASDAQ Closing Bell. Morhaime will be joined by Frank Pearce, executive vice president of product development and cofounder of Blizzard Entertainment; Allen Adham, former president and cofounder of Blizzard Entertainment; and Thomas Tippl, chief operating officer and chief financial officer of Activision Blizzard, Inc.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Monday, March 7th, 2011 at 3:50 p.m. - 4:00 p.m. ET

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Feed Information:

The Closing Bell is available from 3:50 p.m. to 4:05 p.m. on AMC-3/C-3 (ul 5985V; dl 3760H). The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden (646) 441-5045.

Radio Feed:

An audio transmission of the Closing Bell is also available from 3:50 p.m. to 4:05 p.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies, please visit our Facebook page at:

<http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Closing Bell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.aspx>

Photos:

To obtain a hi-resolution photograph of the Market Close, please go to

http://www.nasdaq.com/reference/marketsite_events.stm and click on the market close of your choice.

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.

About Activision Blizzard, Inc. (ATVI):

Headquartered in Santa Monica, California, Activision Blizzard, Inc. is a worldwide online, PC, console, handheld and mobile game publisher with leading positions across the major categories of the rapidly growing interactive entertainment software industry.

Activision Blizzard maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, South Korea and China. More information about Activision Blizzard and its products can be found on the company's website, www.activisionblizzard.com.

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with approximately 3,600 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. *Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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Source: The NASDAQ OMX Group, Inc.

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