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**WORLD OF WARCRAFT®: MISTS OF PANDARIA™ LAUNCHES IN CHINA
OCTOBER 2**

Premium Content Available for the First Time in Chinese “Ultimate Edition”

Shanghai, CHINA -- September 19, 2012 -- Blizzard Entertainment and NetEase, Inc. today announced that *World of Warcraft®: Mists of Pandaria™*, the fourth expansion set for the world’s most popular subscription-based massively multiplayer online role-playing game, will launch in mainland China on October 2, 2012. For the first time ever, Chinese players will be able to join the rest of the global *World of Warcraft* community within the same one-week global launch period.

Also a first for the game’s community in China, Chinese players will have the opportunity to own the premiere Chinese “Ultimate Edition” of *Mists of Pandaria*, available at a price of 486 CNY. This exclusive set includes an appealing package of bonus items:

- *World of Warcraft* in-game mount: Take to the skies of Azeroth astride the mystical Imperial Quilen flying mount;
- *World of Warcraft* in-game pet: Journey across Pandaria with the Lucky Quilen Cub at your side;
- *World of Warcraft: Mists of Pandaria* PC-game DVD;
- *The Art of Mists of Pandaria* book: Explore this 208-page hardcover tome featuring never-before-seen artwork from the expansion, from early concepts to final 3D renderings;
- Chen Stormstout mouse pad: Equip your desk with this special-edition mouse pad featuring the legendary pandaren brewmaster;
- *StarCraft® II* Battle.net® portraits: Bring the Horde and Alliance rivalry to the far reaches of the Koprulu sector with exclusive Infested Orc and Night Elf Templar Battle.net portraits;

- Behind-the-Scenes DVD: Learn about the creation of *Pandaria* with this two-disc set featuring over an hour of commentary, insider interviews, and developer roundtables; and,
- Soundtrack CD: Experience 20 orchestral pieces from *Mists of Pandaria*.

The “Ultimate Edition” is now available for preorder through the Blizzard Entertainment online store (<http://bmall.163.com/>) and other popular sites, including 360buy.com, amazon.cn, and dangdang.com. Preordered copies of the *Mists of Pandaria* “Ultimate Edition” will begin shipping on September 28; players will be able to access the content when the expansion goes live on October 2.

“We’re excited to bring *Mists of Pandaria* to China on October 2, making this expansion a truly global launch,” said Mike Morhaime, CEO and cofounder of Blizzard Entertainment. “*Mists of Pandaria* contains the biggest variety of new content we’ve ever created for a *World of Warcraft* expansion, with features that will appeal to new players, veterans, and everyone in between. We hope players enjoy exploring everything *Pandaria* has to offer.”

“Releasing a new *World of Warcraft* expansion within the same global launch week represents a historic moment for Chinese players,” said William Ding, CEO of NetEase, Inc. “We are proud to do our part in bringing *Mists of Pandaria* to gamers around the world. With abundant Chinese and other Eastern culture elements in the game, I am confident it will be widely embraced by the passionate Chinese player community.”

Mists of Pandaria offers a wide variety of content for new and returning *World of Warcraft* players. Features include a new playable race (the pandaren) with its own starting zone and quests, a new character class (the monk), and expansive new continent for players to explore as they adventure to the new level cap of 90. The expansion also includes a host of new gameplay elements designed to give players even more ways to enjoy the game, including scenarios -- a new way to play cooperatively with friends; challenge modes, which offer high-prestige rewards for mastering *Mists of Pandaria*’s 5-player dungeons; and an all-new pet battle system.

To learn more about *World of Warcraft* and *Mists of Pandaria*, please visit the official website at <http://www.warcraftchina.com>.

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 fourteen #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 NetEase, Inc.

NetEase, Inc. (NASDAQ: NTES) is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. NetEase's online communities and personalized premium services have established a large and stable user base for the NetEase websites, which are operated by its affiliates. In particular, NetEase provides online game services to Internet users through its in-house development or licensing of massively multi-player online role-playing games, including *Fantasy Westward Journey*, *Westward Journey Online II* and *III*, *Tianxia III*, *Heroes of Tang Dynasty*, *Datang and Ghost*, as well as the licensed Blizzard Entertainment games *World of Warcraft* and *StarCraft II*.

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