



**TAVERNCRRAFT ANNOUNCES NEW
WORLD OF WARCRAFT® STEIN FEATURING DRAGON ASPECTS**

Charge of the Great Dragonflights Stein Now Available To General Public

SAN DIEGO, CA (October 12, 2009) – Taverncraft, a subsidiary of 3 Point Entertainment LLC, today announced the next stein in its Epic Collection series based on Blizzard Entertainment’s *World of Warcraft*®. The new stein, entitled *Charge of the Great Dragonflights*, exclusively debuted in August at BlizzCon® in Anaheim. The *Charge of the Great Dragonflights* stein prominently features the Dragon Aspects from the award-winning massively multiplayer online role-playing game -- Nozdormu, Alexstrasza, Malygos, Ysera, and Neltharion -- and is illustrated by premier fantasy artist James Zhang.

“The response at BlizzCon regarding the new *Charge of the Great Dragonflights* stein was incredible,” said 3 Point Entertainment President Jerry Bennington. “The Dragon Aspects on the stein are beautifully rendered and we are eager to get these in the hands of the *World of Warcraft* community for the holiday season.”

Charge of the Great Dragonflights is the fourth release in the Epic Collection series of *World of Warcraft* steins. Previous steins in the series include *Blood of the Horde*, *Alliance United*, and *Rise of the Lich King*.

Each Epic Collection stein stands over 10” tall, is handcrafted from authentic fine-grain stoneware, and features panoramic bas-relief sculpting and a solid pewter lid. The *World of Warcraft* Epic Collection steins, including the new *Charge of the Great Dragonflights stein*, are currently available at www.wowsteins.com for a retail price of \$89.99 each.

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About Taverncraft

Taverncraft is a subsidiary of 3 Point Entertainment, LLC, a privately held company headquartered in San Diego, California. Dedicated to delivering superior quality drink ware, Taverncraft branded steins, mugs, and tankards eagerly sought after around the world for their collectability, originality, and functionality. Additional information is available at www.taverncraft.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.

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