

World of Warcraft: Wrath of the Lich King Midnight Store Openings

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Blizzard Entertainment today announced plans for special midnight signing events at retail locations around the country to commemorate the launch of World of Warcraft: Wrath of the Lich King on November 13. Each location will open its doors at 12:00 a.m. local time, allowing attendees to be among the first to get their copies of the highly anticipated World of Warcraft expansion. Blizzard Entertainment developers and executives will be in attendance to meet players and sign copies of the game, and increased quantities of the Collector's Edition will be on hand for purchase. Official launch events will be held in the following locations:

Best Buy	Fry's Electronics
529 5th Ave.	3370 E. La Palma Ave. New York, NY 10017
Phone: (714) 688-3000	GameStop
GameStop	GameStop 151 Powell Street
Blvd. San Francisco, CA 94102	Austin, TX 78755 Phone: (415) 362-7601
Phone: (714) 688-3000	Phone: (512) 346-6437

In addition to these four US locations, similar events will be held internationally in Paris, London, Berlin, Madrid, Stockholm, Amsterdam, Mexico City, Taipei, and Seoul. Full details on the specific locations and plans for each of these events can be found at www.worldofwarcraft.com/midnight.

The January 2007 launch events for the first World of Warcraft expansion, The Burning Crusade®, drew thousands of attendees around the world. The Burning Crusade went on to sell nearly 2.4 million copies within its first 24 hours of availability, and approximately 3.5 million within its first month. Indicating that anticipation is equally high for the new expansion, Walmart.com has stated that Wrath of the Lich King has already achieved among the highest number of preorders ever sold on their site.

For those unable to attend the official launch events, thousands of stores around the world will be open at midnight to celebrate the launch. Players should check with local retailers for their midnight opening plans.