

**Contact for Media and Investors:**

Brandi Piacente

Investor Relations

[brandi@corp.netease.com](mailto:brandi@corp.netease.com)

Tel: (+1) 212-481-2050

Li Jia

NetEase.com, Inc.

[liddyli@corp.netease.com](mailto:liddyli@corp.netease.com)

Tel: (+8610) 8255-8208

**NetEase.com announced the relaunch of World of Warcraft in China**

(CHINA – September 19, 2009) - **NetEase.com, Inc.** (Nasdaq: NTES), one of China's leading Internet and online game services providers, today announced its commercial launch of World of Warcraft in the People's Republic of China.

Users throughout China can now create and register new accounts, purchase and activate game playing time, and rejoin the family of World of Warcraft to enjoy the most popular MMORPG worldwide. Point cards of World of Warcraft can be purchased throughout China. For more information on point cards, please visit

<http://www.warcraftchina.com/sales/intro.html>.

New users of World of Warcraft can now create and register Battle.net passport and World of Warcraft accounts through the website of Battle.net at [www.battlenet.com.cn](http://www.battlenet.com.cn). For more information and guidelines on the creation and registration of new accounts, please visit <http://www.warcraftchina.com/services/account-creation-guide>. Users who already have registered World of Warcraft accounts can now see the unused game playing time (before the transition period) in their accounts and continue using such game playing time.

We would also like to announce that we have completed the preparation of the expansion pack - World of Warcraft: Wrath of the Lich King and will submit to the government authority for its approval shortly. We look forward to the commencement of our adventure in the continent of Northrend. For more information on the latest developments of World of Warcraft: Wrath of the Lich King and the relevant news of World of Warcraft in China, please visit the official website of World of Warcraft at <http://www.warcraftchina.com>.

Lastly, as we are welcoming the 60th anniversary of the founding of the People's Republic of China, we would like to wish everyone a joyful and peaceful National Day Holiday and wish our country a prosperous future.

**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](http://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.

**About NetEase.com Inc.**

NetEase.com, Inc. 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. In particular, NetEase provides online game services to Internet users through the licensing or in-house development of massively multiplayer online role-playing games, including Fantasy Westward Journey, Westward Journey Online II, Westward Journey Online III, and TianXia 2.