



## ***UPPER DECK RELEASES HIGH SERIES JUST IN TIME FOR OVERWATCH LEAGUE™ GRAND FINALS***

***Upper Deck to offer exclusive content, free trading cards and new Overwatch League High Series product at sold-out Grand Finals in Philadelphia!***

**CARLSBAD, Calif. - September 25, 2019** - Upper Deck, the premier worldwide sports and entertainment collectibles company, announced today the global launch of Overwatch League™ High Series. The new update set marks the second esports trading card product from Upper Deck and comes off the heels of the first-ever esports league-licensed trading card set released by the company earlier this summer.

The High Series product adds content from the league's eight expansion teams, along with 90 new rookies from across the entire league. The new release comes just in time for the sold-out Overwatch League Grand Finals taking place at Wells Fargo Center in Philadelphia this weekend. In celebration of the event and the new product launch, Upper Deck will be offering free sample packs and exclusive Grand Finals-themed digital content to all fans in attendance, as well as the opportunity to have a personalized Overwatch League trading card created onsite. The company will also host a trading zone at the Grand Finals Fan Fest event where fans can trade cards with Upper Deck staff and get a first-hand look at samples of some rare inserts and achievements from the new Overwatch League card set.

Upper Deck's new Overwatch League High Series set includes never-before-seen hits and chase cards, including foil-etched Star Rookies cards, multi-player jersey Fragment booklet cards, player-autographed Ink insert cards, clear acetate Infra-Sight player cards and rare Holo F/X insert cards.

"Everyone has been eagerly awaiting the release of the High Series," said Bubby Johanson, Director of Game Development at Upper Deck. "Not only does it introduce cards for the eight new expansion teams, but it also debuts never-before-seen short-printed Star Rookies cards. We are excited to see these highly coveted rookie cards in the hands of Overwatch League fans."

Collectors can also earn exclusive achievements through Upper Deck e-Pack®, the patent-pending online platform that allows users to buy, open, collect and even trade cards from anywhere in the world. Achievements include player-signed jerseys, rare cards featuring top players from the league, exclusive avatars and super rare Fragment Relic cards featuring pieces of match-used keyboards, CPUs or even player-used mice, embedded into thick shadowbox cards.

"I'm incredibly proud to be working with Upper Deck to release new card packs so quickly," said Daniel Siegel, head of esports licensing at Blizzard Entertainment. "Delivering a second set of cards during the 2019 season that celebrates all 20 of our amazing teams is a wonderful achievement that allows our fans to collect keepsakes for all of their favorite Overwatch League players."

Overwatch League High Series trading card packs will be available starting at 9:00am PDT on [www.UpperDeckEpack.Com](http://www.UpperDeckEpack.Com). For more details about the Inaugural Season Set or the new High Series Update set, including a downloadable checklist poster and details on how to buy, open, collect and trade Overwatch League cards with fans around the world, visit [www.UpperDeck.com/OWL](http://www.UpperDeck.com/OWL).

## **About Upper Deck**

The Upper Deck Company, headquartered in Carlsbad, California, is a worldwide sports and entertainment company built on the pillars of quality craftsmanship, authenticity and innovation, with a dedication to creating products that turn memorable moments into collectibles. Upper Deck is home to the world's greatest athletes, including Michael Jordan, Serena Williams, Wayne Gretzky, Tiger Woods, Connor McDavid, LeBron James and Ben Simmons. Learn more at [www.upperdeck.com](http://www.upperdeck.com) or at [www.UpperDeckBlog.com](http://www.UpperDeckBlog.com).

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## **About the Overwatch League™**

The Overwatch League™ is the first major global professional esports league with city-based teams across Asia, Europe, and North America. Overwatch® was created by globally acclaimed publisher Blizzard Entertainment (a division of Activision Blizzard—Nasdaq: ATVI), whose iconic franchises have helped lay the foundations and push the boundaries of professional esports over the last 15 years. The latest addition to Blizzard's stable of twenty-two #1 games,[1] Overwatch was built from the ground up for online competition, with memorable characters and fast-paced action designed for the most engaging gameplay and spectator experiences. To learn more about the Overwatch League, visit [www.overwatchleague.com](http://www.overwatchleague.com).

*[1] Sales and/or downloads, based on internal company records and reports from key distribution partners.*

## **About Blizzard Entertainment, Inc.**

Best known for blockbuster hits including World of Warcraft®, Hearthstone®, Overwatch®, the Warcraft®, StarCraft®, and Diablo® franchises, and the multi-franchise Heroes of the Storm®, Blizzard Entertainment, Inc. (<https://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 twenty-two #1 games\* and multiple Game of the Year awards. The company's online gaming service, Blizzard Battle.net®, is one of the largest online-gaming services in the world, with millions of active players.

*\*Sales and/or downloads, based on internal company records and reports from key distribution partners.*

## **About Activision Blizzard Esports**

Activision Blizzard Esports (ABE) is responsible for the development, operation, and commercialization of Activision Blizzard's professional gaming properties including the Overwatch League™, the Call of Duty® World League, Hearthstone Masters, the StarCraft II World Championship Series, and the World of Warcraft Arena World Championship and Mythic Dungeon International, among others. ABE also operates Tespa, the leader in collegiate esports. It is ABE's vision to be the most innovative, scalable, and valuable developer of global competitive entertainment.

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