

Exhibit 9



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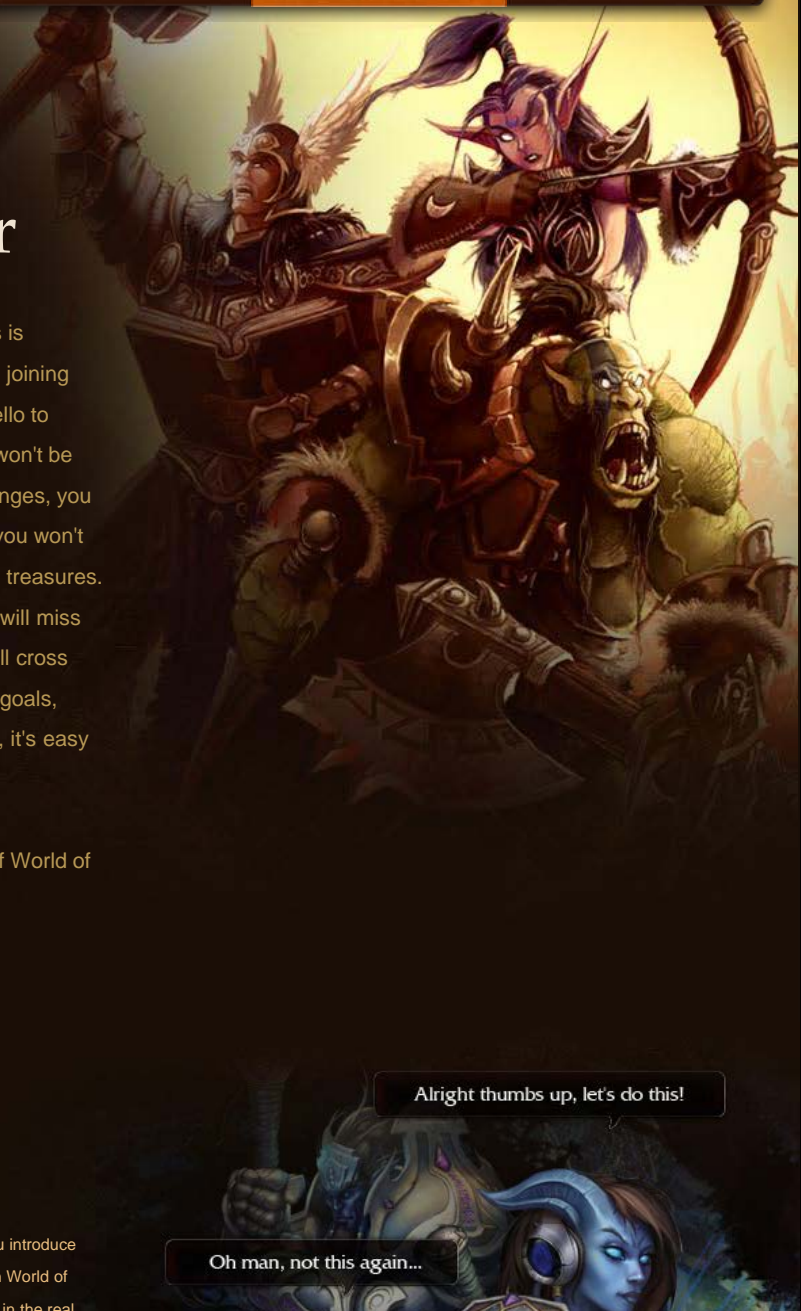
Chapter III Playing Together

In World of Warcraft, interacting with other players is optional. You can reach the level cap without ever joining forces with another player, without even saying hello to anyone on your realm. But by going it alone, you won't be able to master some of the game's tougher challenges, you will likely take longer to reach the endgame, and you won't have access to the game's most powerful magical treasures. Most importantly, the other players on your realm will miss out on the pleasure of meeting you. Your paths will cross with thousands of other people who share similar goals, interests, likes, and dislikes with you; so speak up, it's easy to make new friends in World of Warcraft.

This chapter takes you through the ins and outs of World of Warcraft's many social play features.

Chat

Meeting new people in real-life is intimidating enough. How do you introduce yourself? How do you start a conversation? Thankfully, chatting in World of Warcraft is easier and more casual than anything you'd encounter in the real



Alright thumbs up, let's do this!

Oh man, not this again...

conversations scrolling down in the game's chat window, and if you feel like it, you can jump in anytime and either add something to an ongoing discussion or start a conversation about a new topic.



CHAT CHANNELS: FILTERING OUT THE NOISE

The standard public chat channels are General, Trade, Local Defense, Looking For Group, and Guild Recruitment. You can join and leave these channels at will, and all players can chat there as well. These channels are mostly intended to provide players with proper channels for specific topics such as item trading or guild recruitment.

You can also create your own custom chat channels. The obvious advantage of a custom channel is privacy; only people in that channel will be able to read the conversations going on there. You can also moderate these channels, meaning that you can invite, remove, mute, or otherwise moderate chat in your channel if you want.



OTHER CHAT

There are three notable types of chat you should be aware of: say, yell, and whisper.

