



## Skylanders SuperChargers Revs Up the Holidays with Black Friday Deals, New Skylanders Toys, Racing Packs and More

Topping Gift Lists will be *Skylanders* Seasonal Character Missile-Tow Dive-Clops, Sky Racing Pack and Eon's Elite Toys

### *Eruptor Balloon Takes to the Sky in Macy's Thanksgiving Day Parade®*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- [Skylands](#) is abuzz with the holiday spirit and ready to supercharge kids' [holiday wish lists](#) with special toys, a new **Skylanders® SuperChargers** Racing Action Pack, *Skylanders* merchandise, Black Friday deals and more. To kick-start the season, Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), is offering a special holiday **Skylanders® SuperChargers** character **Missile-Tow Dive-Clops**. The fun-loving character is a heavily armored deep sea explorer with an eye out for evil who slows enemies with candy-coated missiles. Missile-Tow Dive-Clops is available in Europe in late November, and in the United States and Canada on December 2, first at GameStop and EB Games, respectively.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20151118005466/en/>



Missile-Tow Dive-Clops, this year's special holiday-themed Skylander SuperCharger toy, has an eye out for evil and ready to slow enemies with his candy-coated missiles. The fun-loving character will be on store shelves in the U.S. on December 2, first at GameStop. (Photo: Business Wire)

Also available for the holiday season at Toys"R"Us® stores nationwide and online at [www.Toysrus.com](http://www.Toysrus.com) is the premium toy line **Eon's Elite**, including fan-favorite characters Slam Bam, Zook and Voodoo, as well as a new set of heroes -- Ghost Roaster, Boomer and Dino-Rang -- available first at Toys"R"Us beginning on November 29 (\$19.99 MSRP).

Fans also can get their hands on the second **Skylanders SuperChargers Racing Action Pack**, now for Sky terrains (\$34.99 MSRP). The Sky Racing Action Pack takes *Skylanders* racing to new heights featuring Astro Blast and Sun Runner, as well as a Sky trophy which unlocks new tracks and modes. Astro Blast, the adventurous space cowboy, is SuperCharged and ready to take on the bad guys in his Sun Runner spaceship, fully equipped with anti-gravity and speedy capabilities.

Certain to be a top gift this season, **Skylanders SuperChargers** has been named to the Toys"R"Us 2015 Hot Holiday Toy List, the Amazon Holiday Toy List and *Toy Insider's* Hot 20 Holiday Toys List. Fans won't want to miss out on **special Black Friday deals on Skylanders SuperChargers Starter Packs**, offered at \$39.99 MSRP at participating retailers.

"Every year, the *Skylanders* franchise has produced innovative products that our customers love, including this year's newest addition, **Skylanders SuperChargers**," said Richard Barry, Executive Vice President, Global Chief Merchandising Officer, Toys"R"Us, Inc. "We are pleased to offer fans the broadest assortment of *Skylanders* merchandise this holiday season, to ensure they find the perfect present to put under the Christmas tree."

Nothing says holidays like the **Macy's Thanksgiving Day Parade!** *Skylanders'* very own [Eruptor](#) is taking flight in the iconic parade this Thanksgiving. With his 25-foot smile, Eruptor will soar above the streets of New York City for the landmark holiday

event for his second year in a row, cementing *Skylanders* as a true pop-culture phenomenon.

Portal Masters this holiday season can also enjoy an array of ***Skylanders merchandise*** to enhance their game experiences, including: fully revved up *Skylanders SuperCharged* RC Cars by NKOK; *Skylanders* Garage Storage Cases and Playsets by Power A; *Skylanders* holiday-inspired cozy pajamas by AME and Mad Dog Concepts; *Skylanders* hats and gloves set by ABG Accessories; *Skylanders*-themed Crayola Color Alive coloring books; *Skylanders* comic books by IDW Publishing, and more.

***Skylanders SuperChargers*** expands upon the franchise's signature gameplay to introduce vehicles-to-life, an entirely new way for fans to experience the magic of Skylands. The game offers a rich story-driven gameplay experience filled with vehicle-based and on-foot adventures, combat, puzzles, mini games, activities and platforming, set within a variety of all-new compelling environments. ***Skylanders SuperChargers*** is forward compatible with all 300+ unique toys from all previous games - *Skylanders® Trap Team*, *Skylanders® SWAP Force™*, *Skylanders® Giants* and *Skylanders® Spyro's Adventure*.

***Skylanders SuperChargers*** is available for the PlayStation® 3 and PlayStation® 4 computer entertainment systems, Xbox 360™ and Xbox One™ video game and entertainment systems from Microsoft (\$74.99 MSRP). The game includes two of Nintendo's iconic characters reimagined as Skylanders -- Turbo Charge Donkey Kong and Hammer Slam Bowser -- available exclusively in ***Skylanders SuperChargers*** Starter Packs for the Wii U system (\$74.99 MSRP), and in ***Skylanders® SuperChargers Racing*** Starter Packs for the Wii system (\$74.99 MSRP) and the Nintendo 3DS family of systems (\$64.99 MSRP).

The full ***Skylanders SuperChargers*** game is also available for compatible iPad, iPhone, iPod touch and the new Apple TV (\$74.99 MSRP), offering fans even more value with a new save feature using iCloud which provides seamless continuity between multiple Apple devices.

For more information please visit <https://www.skylanders.com/> or follow us on Instagram @SkylanderstheGame, Twitter @SkylandersGame and [Facebook.com/SkylandersGame](https://www.facebook.com/SkylandersGame). Assets for ***Skylanders SuperChargers*** are available at <http://press.activision.com>.

### **About the Skylanders® Franchise**

The award-winning, \$3 billion *Skylanders* franchise has sold through more than 250 million toys<sup>1</sup> since pioneering the toys-to-life category in 2011 with the debut of *Skylanders® Spyro's Adventure*. The game originated a play pattern that seamlessly bridged physical and virtual worlds across multiple platforms. In 2012, *Skylanders® Giants* further evolved the genre and added *LightCore®* characters to the collection of interaction figures. *Skylanders® SWAP Force™*, which launched in 2013, introduced an all new play pattern - swapability. In 2014, *Skylanders® Trap Team* reversed the magic of bringing toys to life by allowing players to pull characters out of the digital world into the physical world and became the number 1 kids' console game globally<sup>2</sup>. *Skylanders SuperChargers* launched on September 20, 2015 and expands upon the franchise's signature gameplay to introduce vehicles-to-life.

### **About Activision Publishing**

Headquartered in Santa Monica, Calif., Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world and is a division of Activision Blizzard (NASDAQ: ATVI), an S&P 500 company. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com) or by following @Activision.

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about *Skylanders SuperChargers* and the aforementioned products, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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<sup>1</sup> According to The NPD Group, GfK Chart-Track, Activision Blizzard internal estimates, including toys and accessories, based on retail sales in North America and Europe. All time through Sept. 2015 since NPD and GfK Chart-Track began recording data

<sup>2</sup> The NPD Group, GfK Chart-Track, Activision Blizzard internal estimates, including toys and accessories

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