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Award-Winning Skylanders Imaginators Lands on Highly-Anticipated Nintendo Switch

Skylanders Brings New Characters and Adventure Pack to Excite Players

Fans Playing Skylanders Imaginators Game and Skylanders Creator App Have Created More Than 25 Million Characters¹

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), is delivering the innovation of [Skylanders® Imaginators](#) to the next wave of gamers when the highly-anticipated Nintendo Switch™ launches March 2017. This March also marks the debut of some of **Skylanders Imaginators'** most anticipated characters, as well as a brand-new expansion pack. Now Portal Masters all over the world can engage in new content, toys and experiences with the award-winning **Skylanders Imaginators** this spring!

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170112006170/en/>



The award-winning Skylanders® Imaginators makes its way to Nintendo Switch™ this March! Skylanders Imaginators for Nintendo Switch introduces fans to a vast digital library that allows players to easily load and store their 300+ toys from the Skylanders franchise directly to the new home gaming system—offering a truly on-the-go experience. (Graphic: Business Wire)

variety to fans in ways never before possible with this new system."

"**Skylanders Imaginators** has ignited the imaginations of fans everywhere, and we're looking forward to continuing to support their gameplay experiences with Nintendo Switch, along with new toys and content coming this year," said Josh Taub, senior vice president of *Skylanders* Product Management, Activision. "There are now more than 300 million *Skylanders* toys in the hands of fans², which equates to nearly two toys sold every second since *Skylanders® Spyro's Adventure* launched. And with the new season of the animated series *Skylanders™ Academy* slated for Netflix this fall, we are thrilled that fans can enjoy playing, watching and creating Skylanders no matter where they are."

Building on the franchise's signature gameplay and collectible toy experience, **Skylanders Imaginators** pushes the boundaries of innovation and imagination with the upcoming release of the **Cursed Tiki Temple** level pack. The Cursed Tiki Temple level pack takes kids on an all-new adventure as they unlock more than **100** new offerings for their **Skylanders Imaginators** - a first in franchise history! The pack comes with Sensei character **Wild Storm** who will unleash a new level to players; a life Creation Crystal; and an Imaginite Mystery Chest all for the suggested retail price of \$29.99 on March 12 at participating retailers nationwide.

Skylanders Imaginators gives kids an unprecedented level of choice -- including appearance, powers, abilities, names,

No Portal of Power®? No problem with Nintendo Switch. **Skylanders Imaginators** for Nintendo Switch provides gamers unique ways to play, including the introduction of a vast digital library that allows players to easily load and store 300+ toys from the Skylanders® franchise* directly to the new home gaming system. The arrival of the digital library empowers players to take their **Skylanders Imaginators** adventure on-the-go whenever and however they want.

"Since **Skylanders Imaginators** and **Skylanders™ Creator** launched, fans have made more than 25 million Imaginators using the expansive creation tools in the game and app. We couldn't be more excited to extend that experience to Nintendo Switch players," said Paul Reiche, co-founder and studio head, Toys for Bob. "We've seen some amazing Skylanders created, and as kids' collections continue to grow, we're proud to offer more depth and

catchphrases, musical themes and much more -- to create the most unique *Skylanders* characters they can imagine. This spring, fans can also be on the lookout for the arrival of new heroes in the world of ***Skylanders Imaginators***, including *Skylanders Sensei* **Grave Clobber**. Once a great pharaoh who ruled the Golden Desert long ago, Grave Clobber was buried by his seven jealous brothers in an underwater tomb while he was sleeping. He eventually rose from his watery grave, clobbered each of his brothers and became the perfect choice to be a Sensei trainer for the Brawler Class. This mummy may surprise you with his range of powers, packing a serious punch as well as telekinetic powers!

Skylanders Imaginators for Nintendo Switch will be available for the suggested retail price of \$59.99. The game is rated E10+ by the ESRB. The **Cursed Tiki Temple level pack** and new ***Skylanders Senseis*** will support all major gaming platforms including Nintendo Switch and Nintendo Wii U™ system; Xbox 360™ and Xbox One™ video game and entertainment systems from Microsoft; and PlayStation® 3 and PlayStation® 4 computer entertainment systems. ***Skylanders Creator*** is a free app that players can download from iOS and Android app stores for select mobile devices. For more *Skylanders* information, visit: www.skylanders.com.

Skylanders™ Academy, the new animated comedy-adventure show inspired by the *Skylanders* franchise, debuted on Netflix on October 28, 2016. Jam-packed with humor and heart, *Skylanders Academy* offers epic action for kids of all ages. The Netflix original series season one debuted in 190 countries, with a second season planned for late 2017.

About the Skylanders® Franchise

The award-winning, \$3.5 billion *Skylanders®* franchise has sold through more than 300 million toys² 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 category 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 globally². *Skylanders® SuperChargers* launched in 2015 and expanded upon the franchise's signature gameplay to introduce vehicles-to-life for the first time. On Oct. 16, 2016, *Skylanders Imaginators* captured kids' imaginations like never before with the ability to create your own Skylander.

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 or by following [@Activision](https://twitter.com/Activision).

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*Excludes Traps and vehicles, which are not playable in the Nintendo Switch version of the game

¹ Based on Activision Blizzard internal estimates

² The NPD Group, GfK Chart-track, Activision Blizzard internal estimates, including toys and accessories

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