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Skylanders Brings Mobile Card Battling to Life in an All-New Way Starting Today with Skylanders Battlecast

Collect Cards, Build The Ultimate Deck, and Battle Friends and Foes to Achieve Legendary Status!

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), is ushering in a new way for *Skylanders* fans and card collection enthusiasts to play with the launch of [Skylanders Battlecast](#). Based on Activision's award-winning Skylanders® videogame series, ***Skylanders Battlecast*** is a new, free-to-play mobile card game where players build their ultimate deck of cards, master strategic card combinations and use them in never before seen battles! Starting today, players can head to retail stores globally to purchase physical card packs to begin their epic journey to become a champion of Skylands.

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

<http://www.businesswire.com/news/home/20160524005569/en/>



Favorite Skylanders characters battle it out in Skylanders Battlecast with new twists, attacks and power-ups fans will love to explore. (Graphic: Business Wire)

By collecting more cards, players will have more pieces to customize their deck for battle!

"We continue to provide a variety of fun new ways for fans to explore *Skylanders* and ***Skylanders Battlecast*** is an amazing new innovation," says Josh Taub, senior vice president, Product Management, Activision Publishing. "Our mobile card game offers players not only a collectible experience but also augmented reality, PvP and an exciting single-player campaign."

Activision assembled a team of experts across video game design, physical card game design, pro card players and top card artists to develop ***Skylanders Battlecast***. Unlike traditional trading card and mobile battle games, ***Skylanders Battlecast*** offer fans premium graphical fidelity in the form of a fully 3D-rendered gameplay experience that is incredibly fun and highly strategic. Players can collect up to 300 Character, Spell, Gear and Relic cards, including foil variants, to fight their way through more than 60 missions across eight elemental islands. The more challenges completed within each mission, the more rewards are earned.

[Skylanders Battlecast](#) will be available via the App Store, Google Play and the Amazon Appstore. Skylanders Battlecast

In honor of the worldwide launch today, Battlecasters can now try their hand at defeating Kaos in the new *Kaos Island* realm. Now available, this realm allows players to test their skills against Skylands' ultimate enemy, KAOS! Adding to the fun, ***Skylanders Battlecast*** offers enthusiasts the ability to hone their skills and keep their game in top shape by sending friends direct challenges via an in-game friend list feature.

In ***Skylanders Battlecast***, players simply download the game from their mobile app store and can begin their quest to become the ultimate Battlecaster. To enhance gameplay, players can purchase Booster Packs and Battle Packs from local retailers or digitally from the game. The special card packs bring ***Skylanders Battlecast*** cards to life in a magical way as players scan their physical cards with their mobile devices to watch cards spring to life through augmented reality. Amplifying the experience, the game also allows players to add cards to an in-game digital spell book.

Battle packs featuring 22 cards will be available for the suggested retail price of \$9.99 and the Skylanders Booster pack, which will include a random selection of eight cards, will retail for the suggested price of \$4.99.

About the Skylanders® Franchise

The award-winning, \$3 billion *Skylanders* franchise has sold through more than 250 million toys¹ 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 globally². *Skylanders SuperChargers* launched on September 20, 2015 and expands upon the franchise's signature gameplay to introduce vehicles-to-life for the first time.

About Activision Publishing

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found on the company's website, www.activision.com or by following @Activision.

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¹The NPD Group, GfK Chart-Track, Activision Blizzard internal estimates, including toys and accessories

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