



## Activision Publishing and Nelvana Enterprises Going Big With the Fall Release of Bakugan Battle Brawlers™: Defenders of the Core

### For the First Time Control Towering Bakugan, Completely Customizable With Devastating Attacks

SANTA MONICA, Calif., June 9, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Corus Entertainment Inc.'s Nelvana Enterprises announced today the fall release of **Bakugan Battle Brawlers(TM): Defenders of the Core** for Nintendo DS(TM), Wii(TM), the PSP(R) (PlayStation(R)Portable) system, the PlayStation(R)3 computer entertainment system, and the Xbox 360(R) video game and entertainment system from Microsoft. This sequel to the 2009 hit *Bakugan Battle Brawlers(TM)*, once again based on the top-rated television series and Spin Master's best-selling toy, blends fast and fluid fighting tactics with real time strategy elements to bring the monsters to life on a breathtaking scale.

"The ever-growing number of Bakugan fans told us they wanted more action and direct control over their brawlers," said David Oxford, Activision Publishing. "So we built *Bakugan Battle Brawlers(TM): Defenders of the Core* around real time 3D action featuring customizable Bakugan that are over six stories in height, in wide open destructible environments. Never before have Bakugan brawls been this massive!"

In *Bakugan Battle Brawlers(TM): Defenders of the Core*, players will create a new hero and lead the brawlers on an epic adventure to save Earth's cities from Spectra and his Vexos minions. Players will discover a whole new aspect of Bakugan by being given complete control over their creatures when taking on their opponents as Bakugan transform from small balls into towering creatures. In the midst of intense battles, players will find themselves bravely exploring dangerous and dark areas to stop the evil spirits that are sucking the life force from the world. Players will unlock all-new levels and characters as they unearth hidden clues and defeat opponents in the quest to save the world from ultimate destruction. *Bakugan Battle Brawlers(TM): Defenders of the Core* also features split-screen multiplayer action in three different game modes in the console versions, and linked multiplayer on Nintendo DS(TM) and PSP system. Coupled with real-time battle gameplay, this will be the first time that players can duke it out with their Bakugan in head-to-head duels, free for all, and strategic destruction battles.

"We are pleased with Activision's efforts to evolve the franchise in videogames and push the limit of what fans expect from an interactive Bakugan experience," said Colin Bohm, Vice President and Managing Director, Nelvana Enterprises. "*Bakugan Battle Brawlers(TM): Defenders of the Core* feels like the TV show come to life on a scale I never imagined."

Bakugan remains a blockbuster leading toy property, winning two of the biggest 2010 Toy of the Year Awards: Boy Toy of the Year and Property of the Year. *Bakugan Battle Brawlers(TM): Defenders of the Core* is once again developed by veteran Japanese studio NOW PRODUCTION, Co., Ltd. The television series is a co-production from Nelvana Enterprises, Spin Master Ltd., Sega Toys Ltd., TMS Entertainment, Ltd., Japan Vistec Inc. and Sega Corporation, with animation by Japan Vistec Inc. and TMS Entertainment, Ltd.

For more information on *Bakugan Battle Brawlers(TM): Defenders of the Core*, visit <http://www.bakugan-videogame.com>. The game is not yet rated by the ESRB.

#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

#### **About Spin Master**

A multi-category children's entertainment company since 1994, Spin Master(R) has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as 2008 Toy of the Year winner Air Hogs(R), Aquadoodle(TM), Tech Deck(TM), Moon Sand(TM) and boys action phenomena Bakugan Battle Brawlers(TM). Spin Master employs over 600 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and China. For additional information please visit:

### **About NOW Production**

NOW Production is a premiere video game developer founded in 1986 and based in Japan. It has developed games for many major publishers, including Namco, Konami and Activision, working on games such as *Katamari Damacy*, *Dance Dance Revolution*, *Little League World Series 2009*, and *Bakugan Battle Brawlers*. In recent years, "NOWPro" has started creating original, independent titles and is also involved with developing mobile software and online games.

### **About Activision Publishing, Inc.**

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

**Cautionary Note Regarding Forward-looking Statements:** Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section 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.

©2010 Activision Publishing, Inc. Activision is a registered trademark of Activision Publishing, Inc. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. © 2010 Microsoft Corporation. All rights reserved. Microsoft, Xbox, Xbox 360, Xbox LIVE and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft. Wii and Nintendo DS are trademarks of Nintendo. All other trademarks and trade names are the properties of their respective owners. All other trademarks and trade names are the properties of their respective owners. All rights reserved.

Contact:  
Edith Yang  
Sandbox Strategies  
424-259-2205  
[edith@sandboxstrat.com](mailto:edith@sandboxstrat.com)

SOURCE Activision Publishing, Inc.

Copyright (C) 2010 PR Newswire. All rights reserved