



## Skylanders Giants™ Remains Best-Selling Video Game in the U.S. and Europe Year to Date<sup>1</sup>

### *Skylanders Figures Continue to Outsell the Top Action Figure Properties Year-to-Date 2013<sup>3</sup>*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), announced today that **Skylanders Giants** is the #1 best-selling console and hand-held video game year-to-date overall in dollars, including toys and accessories, in the U.S. and Europe and remains the biggest kids' videogame launch in the last 12 months in the U.S. and Europe.<sup>5</sup> In its first two weeks, **Skylanders Giants** sold more than 500,000 Starter Packs and Portal Owner Packs globally.<sup>2</sup>

Additionally, Skylanders figures are expected to have outsold the top action-figure properties in the U.S. and Europe for the first eight months of the year.<sup>3</sup> Life to date, the **Skylanders®** franchise has generated more than \$1.5 billion in worldwide retail sales.<sup>4</sup>

"Skylanders is the biggest video game including toys and accessories and the biggest action figure line in the industry in the U.S. and Europe so far this year. **Skylanders Giants** also delivered the biggest kid's video game launch of the last 12 months<sup>1</sup>," said Eric Hirshberg, CEO of Activision Publishing, Inc. "We've accomplished this unmatched level of success by consistently delivering magic to our passionate, young fans. And the best is yet to come. With next month's release of **Skylanders SWAP Force™**, we will take this category that we've pioneered to a new level of innovation and creativity."

"The Skylanders franchise continues to be one of our top selling video game properties," said Laura Phillips, senior vice president of entertainment for Walmart U.S. "We're excited to offer our customers an expanded assortment of Skylanders figures, accessories and more as we gear up for the launch of **Skylanders SWAP Force**."

**Skylanders Spyro's Adventure®** and **Skylanders Giants** were developed by Toys For Bob, and **Skylanders SWAP Force** is being developed by Vicarious Visions. The games are rated Everyone 10+ by the ESRB. For more information, visit [www.skylanders.com](http://www.skylanders.com).

#### 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 maintains operations in the U.S., Canada, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Denmark, the Netherlands, Australia, Singapore, South Korea, mainland China, Hong Kong 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, including statements about the expected release date of Skylanders SWAP Force™, 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.

SKYLANDERS, SKYLANDERS SWAP FORCE, SKYLANDERS GIANTS, SKYLANDERS SPYRO'S ADVENTURE, and ACTIVISION are trademarks of Activision Publishing, Inc.

<sup>1</sup> Based on revenue, according to The US NPD Group, GfK Media Control and Activision internal estimates, including toys and accessory packs through August 31, 2013

<sup>2</sup> According to The US NPD Group, GfK Media Control and Activision internal estimates.

<sup>3</sup> According to The US NPD Group and Activision internal estimates through August 31, 2013

<sup>4</sup> According to The US NPD Group, GfK Media Control and Activision internal estimates, including toys and accessory packs as of July 31, 2013

<sup>5</sup> Based on revenue, according to The US NPD Group, GfK Media Control and Activision internal estimates, including toys and accessory packs for the first month following commercial release.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130917005769/en/>

PMK-BNC

Michele Wyman, 310-854-3264

[michele.wyman@pmkbnc.com](mailto:michele.wyman@pmkbnc.com)

or

Activision Publishing, Inc.

Kerstine Johnson, 310-255-2508

[kjohnson@activision.com](mailto:kjohnson@activision.com)

Source: Activision Publishing, Inc.

News Provided by Acquire Media