



Skylanders Partners with Carlin Race Car Driver Max Chilton to SuperCharge the Indy Lights Championship!

Max Chilton Takes on Mazda Raceway Laguna Seca in a Skylanders® SuperCharged Vehicle during Season Finale of Indy Lights Championship on September 12-13!

MONTEREY, Calif.--(BUSINESS WIRE)-- Start your engines! Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), proudly announces that *Skylanders®*, the number 1 kids' console game in the world¹, is the official partner of Max Chilton for the season finale of Indy Lights Presented by Cooper Tires, part of the Mazda Road to Indy. The partnership takes [Skylanders SuperChargers](#) latest innovation of vehicles-to-life -- and revs up one of the games' newest features, racing. Chilton, a 24-year-old former Formula 1 driver and fan of the *Skylanders* franchise, will blaze the tracks of Laguna Seca in a *Skylanders* supercharged-themed race car on September 12-13.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150910006431/en/>



"It's great to once again be working with the team from *Skylanders* to support the launch of their new ***Skylanders SuperChargers*** game. This follows an event we did together recently in Germany at the Gamescom conference. I'm excited to have developed the relationship and bring it into my racing. At Laguna Seca this weekend, my Indy car will be branded with *SuperChargers* livery as part of a number of media and digital promotions," said Max Chilton. "The ***Skylanders SuperChargers*** game is all about speed, reactions and of course winning, so there are obvious parallels to real life racing, albeit I can't grab powerups or slow other drivers down with a laser cannon! I'm hoping for a strong finish to the season and targeting another podium or a win to round off the year with Carlin."

Carlin race car driver Max Chilton races in a *Skylanders® SuperCharged* vehicle for the season finale of the Indy Lights Championship on September 12-13 at Mazda Raceway Laguna Seca. (Photo: Business Wire)

racing combat, layering in even more depth and excitement to the game's online multiplayer component. The high-octane mode is further amplified with all-new time trials, which include three-lap races that take friendly competition up a notch as players battle for the best time score on the leaderboard. All ***Skylanders SuperChargers*** Starter Packs will come loaded with dynamic race tracks featuring hidden routes, power-ups, and diverse locations. Whether played in offline split-screen or online multiplayer, gamers can choose the best route to finish a race, trying to avoid attacks along the way as they navigate through dynamic environments. Voice-chat is available with friends, and friends of friends, on console versions of the game for an added layer of excitement.

Activision recently revealed that ***Skylanders SuperChargers*** will introduce a franchise first: racing gameplay. ***Skylanders SuperChargers*** all-new Racing Mode, playable in Land, Sea and Sky environments, features supercharged

"Max epitomizes what ***Skylanders SuperChargers*** is all about - high-energy, fun, powerful, vehicles and racing," said John Coyne, senior vice president of consumer marketing, Activision Publishing, Inc. "*Skylanders* appeals to fans of all ages, and we're excited to see Max's SuperCharged performance this weekend!"

In the days leading up to the North America launch of ***Skylanders SuperChargers***, Portal Masters also can witness the magic of the newest game in the *Skylanders* franchise first hand before the game's official launch. Fans can meet at the Toys"R"Us Times Square New York flagship store on Saturday, Sept. 19 and Sunday, Sept. 20 from 12 - 5 p.m. ET to play the game and receive a free Hot Streak ***Skylanders SuperChargers*** vehicle while supplies last. Starting midnight on Sunday, Sept. 20, 140 Toys"R"Us locations will be open for fans to purchase the game and all Toys"R"Us stores nationwide will be open at 8 a.m.³

(complete list of stores available on Toysrus.com/toyevents).

Skylanders SuperChargers expands upon the franchise's signature gameplay to introduce a brand-new play pattern to fans, vehicles-to-life. For the first time ever, kids can explore and navigate the mountainous terrains, deep sea environments and big blue skies of Skylands like never before by going behind the wheel of powerful, tricked-out land, sea and sky vehicles - bringing them from the physical world into the digital world in a high octane action-adventure videogame. The game will be available on September 20 in North America, September 25 in Europe, and September 26 in Australia/New Zealand on the Xbox One, Xbox 360, PlayStation® 4 system, PlayStation® 3 system and Nintendo's Wii U™ system. Additionally, the **Skylanders SuperChargers** experience will be available on Apple TV®, and select iPad®, iPhone® and iPod touch® devices.

For more information on *Skylanders*, please visit <https://www.skylanders.com/> or follow us on Instagram @SkylanderstheGame, Twitter @SkylandersGame and [Facebook.com/SkylandersGame](https://www.facebook.com/SkylandersGame).

About the Skylanders® Franchise

The award-winning, \$3 billion *Skylanders* franchise has sold through more than 250 million action figures² 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 globally¹.

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.

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 SuperChargers* 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.

© 2015 Activision Publishing, Inc., SKYLANDERS, SKYLANDERS SUPERCHARGERS, SWAP FORCE, LIGHTCORE and ACTIVISION are trademarks of Activision Publishing, Inc.

¹Based on revenue from January - July, 2015, according to the NPD Group, GfK Chart-Track, and Activision Blizzard internal estimates, including toys and accessories.

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

³Toys"R"Us stores in the U.S. will open at 8am local time on Sunday, September 20, except for stores in Paramus, NJ, which will not be open due to local ordinances. Toys"R"Us Express and Outlet locations generally follow the hours of their respective shopping centers. All store hours can be found online at www.Toysrus.com/StoreLocator.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150910006431/en/>

PMK•BNC

Michele Wyman, 310.854.3264
michele.wyman@pmkbnc.com

or

Activision Publishing, Inc.
Dior Brown, 424.744.5864

dior.brown@activision.com

Source: Activision Publishing, Inc.

News Provided by Acquire Media