



Skylanders™ Portal Masters, Your Online Adventure Awaits

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SANTA MONICA, Calif., Dec. 14, 2011 /PRNewswire/ -- **Skylanders Spyro's Adventure** adds yet another imaginative dimension to kids' social play with the beta launch of **Skylanders Spyro's Universe(SM)**, a vast virtual world for kids to engage with **Skylanders** characters and their fellow players. [Activision Publishing, Inc.](#), a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), today pulled back the curtain on this dramatic expansion of the franchise, further bolstering the variety and value of one of the most innovative and platform-inclusive digital playgrounds ever devised.

"We conceived **Skylanders** as a unique, multi-platform experience from the beginning, simultaneously grand in scope yet incredibly easy for kids to embrace," said Eric Hirshberg, CEO of Activision Publishing. "You can play with friends in the real world or on consoles, Nintendo 3DS, Mac or PC, and now on the web in **Skylanders Spyro's Universe**. If there's a screen where kids play, we want the Skylanders to come to life there. This also further enhances the play options of every Skylander character."

Found online at universe.skylanders.com, **Skylanders Spyro's Universe** is a fantasy realm of floating islands designed to encourage world-building, exploration and friendly competition. Kids can craft and customize their own Skylands, play mini-games like Sheep Shot, Sky Defense and Castle Assault, rendezvous with friends and investigate Skylands far and wide, or manage their toy collection and earn achievements. Players who already own the game or figures can input the code supplied with each interaction figure, or use the **Portal of Power™** to bring them to life inside the universe. Those who don't can join the fun simply by creating a free online account. Eon, the helpful **Skylanders** guide, will provide new visitors with a digital starter kit and an array of new adventures to discover over time.

Skylanders Spyro's Adventure is swiftly becoming one of the holiday season's must-have gifts for the younger set. The game has been featured on the Toys "R" Us "Holiday Hot Toy List", Amazon's Holiday Toy List, the *Time to Play* "Power Ups" holiday toy list and *Toy Insider* "Hot 20" list, and is being touted as one of the most exciting and inspired entertainment properties of 2011.

For more information and free registration, please visit www.universe.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, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, 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.

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