



## Skylanders SuperChargers Brings Vehicles-to-Life on September 20!

*New Video Game Puts Players in the Driver's Seat by Introducing an Entirely New Way to Play Skylanders with Land, Sea and Sky Vehicles*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- *Skylanders*<sup>®</sup> is bringing another trailblazing innovation to the #1 kids console franchise<sup>1</sup> with the launch of *Skylanders<sup>®</sup> SuperChargers* on September 20, 2015 in North America. Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI) and the leaders of the toys-to-life category it created, expands upon the franchise's signature gameplay to introduce vehicles-to-life -- an entirely new way for fans to experience the magic of Skylands.

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

<http://www.businesswire.com/news/home/20150603005494/en/>



Skylanders, the leaders and pioneers of toys-to-life, is giving fans another trailblazing innovation on Sept. 20 in North America with the launch of Skylanders SuperChargers. The new game puts players in the drivers' seat by introducing vehicles-to-life -- an entirely new way to play Skylanders with Land, Sea and Sky Vehicles. (Photo: Business Wire)

dreamed about the adventures they could have with them? *Skylanders SuperChargers* makes those dreams real."

*Skylanders SuperChargers* features a brand-new class of heroes, called SuperChargers who are distinct with fresh moves, powerful attacks and all-new weapons. These SuperChargers also have special in-game abilities that help Portal Masters fight Kaos. Twenty new SuperChargers character toys and 20 new vehicle toys will be available.

Players will have the ability to customize all vehicles in-game with super cool modifications and upgradeable weapons. For the ultimate gameplay experience, players can pair a SuperCharger Skylander with its signature vehicle to create a SuperCharged combination, unlocking an exclusive mod that revs up the performance of both the vehicle and character. Not only are the vehicles playable in the game, but also many feature moving parts, making them fun to play with outside of the game. Additionally, *Skylanders SuperChargers* supports all 300+ Skylanders toys from previous games, enabling all Skylanders characters to pilot land, sea or sky-based vehicles.

"Since first partnering with Activision to bring the original *Skylanders<sup>®</sup> Spyro's Adventure* to our stores, we have believed whole-heartedly in the magic and innovation of this brand, as well as the company's ability to reimagine and redefine play experiences with the toys-to-life concept," said Richard Barry, Global Chief Merchandising Officer, Toys"R"Us, Inc. "With each new introduction, Activision never disappoints its highly loyal fans of the franchise, and we are thrilled to continue to offer the

At the helm of powerful, tricked-out land, sea and sky vehicles, Portal Masters can engage in a high-octane action-adventure videogame like never before. Kids can speed across Skylands' roads in vehicular combat, race down roaring rapids and engage in aerial dogfights as they barrel-roll through enemy swarms for the first time. Developed by Vicarious

Visions, *Skylanders*

*SuperChargers* offers a rich story-driven gameplay experience, filled with vehicle-based and on-foot adventures, combat, puzzles, mini games, activities and platforming, set within a variety of all-new compelling environments.

"We created the toys-to-life category and have continued to lead it by bringing new innovations and new magic to the genre with each and every game. First we brought action figures to life, and now we're bringing vehicles to life with *Skylanders SuperChargers*," said Eric Hirshberg, CEO of Activision Publishing, Inc. "We love making these games because in order to do it well, you have to constantly tap into your inner kid. What kid hasn't imagined epic vehicles with amazing powers and

broadest assortment of all *Skylanders*® merchandise, including the newly introduced ***Skylanders SuperChargers***."

The game's storyline focuses on Kaos' latest attempt to rule Skylands. In his efforts to take down the Skylanders, Kaos has unleashed his most sinister weapon ever - a massive "Doomstation of Ultimate Doomstruction" capable of eating the sky itself! Fortunately, Master Eon has seen the warning signs and assembled a special team of Skylanders to pilot an unstoppable fleet of land, sea and sky vehicles with the power to travel through the reign of destruction to stop Kaos!

To support the game's announcement, motorsports champion Travis Pastrana stars in the ***Skylanders SuperChargers*** trailer. [Check out](#) Pastrana having a blast with the Skylanders! Fans can pre-order ***Skylanders SuperChargers*** Starter Pack beginning on June 3 at select retail destinations worldwide for the suggested retail price of \$74.99 in North America, which includes two new Skylanders characters, a first-of-its kind Skylanders vehicle, newly designed *Portal of Power*®+ and the full AAA game. ***Skylanders SuperChargers*** will be available on Xbox 360™ and Xbox One™ video game and entertainment systems from Microsoft, PlayStation® 3 and PlayStation® 4 computer entertainment systems, Nintendo's Wii U™ system, and a different, unique adventure will be made available on Nintendo's Wii™ system and the Nintendo 3DS™ hand-held system. Additionally, the complete ***Skylanders SuperChargers*** experience will be available on iPad®. The game will be available on September 20 in North America, September 24 in Australia/New Zealand; and on September 25 in Europe.

### **About the Skylanders® Franchise**

The award-winning, \$3 billion *Skylanders* franchise has sold through more than 250 million action figures 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 globally<sup>2</sup>. The game was also the first console game to simultaneously bring the entire AAA experience to tablets.

### **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](http://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 dates 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.

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<sup>1 2</sup>The NPD Group, GfK Chart-track, Activision Blizzard internal estimates, including toys and accessories

<sup>+</sup>The newly designed Portal of Power will not be available in the Nintendo 3DS and iPad versions

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