



## Skylanders, Leader of the Toys-to-Life Category, Brings Cards to Life with Skylanders Battlecast

### *Skylanders Delivers Brand-New Adventure with Free-to-Play Mobile Card Battle Game*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), is setting out to create a legendary league of card battlers with the mobile card battle game, [Skylanders Battlecast](#). Created by the pioneers of the toys-to-life videogame category, **Skylanders Battlecast** brings cards to life in a new free-to-play mobile adventure, set within the *Skylanders* universe. The game offers everything from collectibility to strategic card combat, online PvP and an exciting single-player campaign, appealing to both *Skylanders* fans and classic card battle enthusiasts. **Skylanders Battlecast** lets players create a team of their favorite heroes and build the ultimate deck for battle. Fans can master strategic card combinations to become a champion of Skylands.

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"Built from the ground up to bring Skylanders to life on mobile devices, *Skylanders Battlecast* combines physical card play with mobile gaming in an all-new way," says Eric Hirshberg, CEO, Activision Publishing, Inc. "This is our biggest investment, and one of our most magical ideas yet, for the Skylanders franchise on mobile."

For **Skylanders Battlecast**, players can purchase physical card packs at retail, as well as digital card packs in-game. Players will experience a magic moment by scanning cards with their mobile devices and watching them come to life. Additionally, fans can scan two character cards to create animated duels in which players can physically interact with the characters.

"We are bringing physical cards to life in an exciting new way. Activision has assembled a team of experts across video game design, physical card game design, pro card players and top card artists to develop an amazing new experience," says Josh Taub, senior vice president, product management, Activision

Coming in 2016, Skylanders Battlecast brings cards to life with a new free-to-play mobile card battle adventure. (Photo: Business Wire)

Publishing. "With *Skylanders Battlecast*, fans can expect the amazing creativity, innovation and fun that Skylanders games are known for delivering."

Coming in 2016, [Skylanders Battlecast](#) will be available via the App Store, Google Play and the Amazon Appstore.

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

The award-winning, \$3 billion *Skylanders* franchise has sold through more than 250 million action figures<sup>1</sup> since pioneering the toys-to-life category in 2011 with the debut of *Skylanders® Spyro's Adventure*. 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 is the number one console title and kids' console game year to date<sup>1</sup>. *Skylanders SuperChargers* expands upon the franchise's signature gameplay to introduce a brand-new play pattern to fans, vehicles-to-life. *Skylanders SuperChargers* will be available on September 20 in North America, September 24 in Australia/New Zealand and September 25 in Europe.

## **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 Battlecast* and *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</sup> According to the NPD Group, GfK Chart-track, and Activision Blizzard internal estimates, including toys and accessories.

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