



Moshi Monsters™: Moshling Zoo is Now Available for Nintendo DS™

SANTA MONICA, Calif., Nov. 7, 2011 /PRNewswire/ -- Fans worldwide are rejoicing today as they embark on a discovery of an entirely different side of *Moshi Monsters*, as a new type of gameplay within the Moshi Universe arrives with **Moshi Monsters™ Moshling Zoo** from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI) and Mind Candy. **Moshi Monsters™: Moshling Zoo**, based on the massively popular *Moshi Monsters*™ online social world (www.moshimonsters.com), is now available for Nintendo DS™ in North America.

Moshi Monsters™ Moshling Zoo extends the popularity of the online world's Moshlings ("pets of pet monsters"), including brand new Moshlings and locations plus an intuitive format in which to interact with their favorite characters. Along the way, there are 52 Moshlings to collect from the common to the rare and even the elusive 'ultra-rare.' Children can also play new mini-games and educational style puzzles or even win awards and trophies to take back to their zoo!

Available while supplies last, a 'Limited Edition' copy of the game comes packaged with 1,000 free Rox (the in-game currency of MoshiMonsters.com) and an official trading card pack from Topps. These 'Limited Edition' copies of the game are available exclusively at Toys'R'Us.

"Throughout **Moshi Monsters: Moshling Zoo's** development cycle we've been astounded by the passion of the fans of *Moshi Monsters*, and how quickly the property is growing," said David Oxford, Activision Publishing. "Activision has embraced the spirit of what made *Moshi Monsters* so appealing to over 50 millions kids across the world. We can't wait to see how our fans respond to a fresh Moshi experience on Nintendo DS™!" said Michael Acton Smith, CEO Mind Candy (*Moshi Monsters* parent company).

Moshi Monsters™ Moshling Zoo is available now for Nintendo DS™ \$29.99. This game has been rated E for Everyone by the ESRB. For more information please visit www.MindCandy.com or www.Activision.com.

About Mind Candy

Mind Candy is one of the world's fastest growing social online gaming companies and the global developer, operator and publisher of Moshi Monsters. The company was founded in 2004 by Michael Acton Smith, a UK-based entrepreneur who previously founded Firebox.com. For further information visit www.mindcandy.com

About Moshi Monsters™

Moshi Monsters is a free-to-play, fun-filled world of adoptable pet monsters, combining adorable virtual pets, safe social networking, games, educational puzzles, stories and missions for children aged 6-12. 50 million monsters have been created to date and over two million new players are joining each month making Moshi Monsters one of the world's fastest growing children's sites in the world! For more information visit www.moshimonsters.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 Publishing 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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