



ADDING MULTIMEDIA Skylanders SWAP Force™ "Mixes It Up" at Toy Fair 2013

From the Innovators Who Brought "Toys to Life" Comes an Entirely New Innovation — Swapability

16 New Characters With Swappable Top and Bottom Halves Can Be Customized into More Than 250 Unique Combinations, Taking Skylanders and the "Toys to Life" Category to a New Level

Stellar HD Graphics Deliver Cinema-Quality Visuals and Storytelling, Immersing Players in Gameplay Like Never Before

SANTA MONICA, Calif.--(BUSINESS WIRE)-- In just over a year, the novel concept of bringing toys to life has made Skylanders one of the most beloved and successful children's video game franchises of all time¹, establishing a new category in family entertainment. Today, Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), revealed **Skylanders SWAP Force**, the next installment in the popular franchise, which will be featured at Toy Fair 2013, February 10-13 at the Javits Center in New York City, in booth 3061.

SWAP Force builds upon the success of the franchise's signature gameplay with an all-new innovative play pattern -- swapability -- that gives kids more choice than ever before by letting them swap the top and bottom halves of the toys to create their own characters. The game lets Portal Masters reconfigure 16 **SWAP Force** characters into more than 250 unique combinations. Kids can mix and match characters' powers and moves, and then bring them to life in the game. Fans of the franchise also can play **Skylanders SWAP Force** with their entire collection of characters from both *Skylanders Spyro's Adventure*[®] and *Skylanders Giants*[™], now with the added capability of jumping.

"With Skylanders, we didn't just create a beloved new franchise, we actually created an entirely new category that brings the world of physical toys and video games together like never before. And now with **Skylanders SWAP Force**, we are pushing the genre we created forward with another big innovation: customization," said Eric Hirshberg, CEO of Activision Publishing, Inc. "The idea that kids can customize their own characters in the physical world, and have their unique combinations recognized in the virtual world, is an idea as big as the concept of bringing toys to life itself."

In **Skylanders SWAP Force**, Portal Masters embark on an all-new adventure in the mysterious Cloudbreak Islands, home to a mystical volcano that erupts every hundred years to replenish the magic in Skylands. During an epic battle, a brave group of Skylanders were caught in the volcano's eruption, which blasted them apart and sent them to earth. But, the magic of the volcano gave these heroes a remarkable new power -- the ability to swap halves -- turning them into a special team known as the **SWAP Force**. Meanwhile, Kaos is back with a new evil plan. And now, Portal Masters everywhere must reassemble the **SWAP Force** -- in their original form or in new combinations -- and send them back to Cloudbreak to save Skylands!

Skylanders SWAP Force features 16 new **SWAP Force** characters, along with 32 core Skylanders characters (16 completely new Skylanders and 16 new versions of fan favorite characters from previous games) and eight new LightCore[™] characters. **Skylanders SWAP Force** also delivers high-resolution graphics that bring the game's detailed characters and rich environments to life, immersing players in the gameplay like never before.

"*Skylanders Giants* was named to our 2012 Holiday Hot Toy List for good reason — it extended the franchise's breakthrough gameplay and its performance at retail has been incredible. We're continually impressed by the originality that Activision delivers in bringing toys to life," said Jerry Storch, Chairman and CEO, Toys"R"Us, Inc. "The innovation of allowing kids to customize their toys in the real world and then send them into the **Skylanders SWAP Force** game is sure to raise the bar for the franchise."

About Skylanders

In 2011, *Skylanders Spyro's Adventure* originated a new play pattern that seamlessly bridged physical and virtual worlds across multiple platforms and became the top-selling kids' videogame of the year². In October of 2012, *Skylanders Giants* further evolved the genre and added the mega-sized Giants and LightCore[™] characters to the collection of interaction figures that have helped the franchise achieve more than \$500 million in U.S. retail sales, including accessories and figures, reaching the milestone faster than any other kids gaming property.³ **Skylanders SWAP Force** is being developed by Vicarious Visions, an Activision studio. The game has not yet been rated by the ESRB. For more information, visit www.skylanders.com.

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Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading developer, publisher and distributor of interactive entertainment and leisure products.

Activision maintains operations in the U.S., Canada, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, mainland China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

- 1 According to NPD data tracking of videogame sales since 1996
- 2 According to NPD, GfK Chart-track and Internal estimates
- 3 According to The NPD Group Data from October 2011 through December 2012, inclusive of accessory packs and figures

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