



Official Skylanders Collection Vault™ App Gives Fans New Ways to Interact with Their Favorite Skylanders

Free iOS App Helps Fans Manage Their Collections and Unlock Original Skylanders® Content

Skylanders Celebrates the New App with Holiday Wish List Sweepstakes

SANTA MONICA, Calif.--(BUSINESS WIRE)-- *Skylanders* fans vying to become the ultimate Portal Master can now download the **Skylanders Collection Vault** application in the [iOS App Store](#) today. The new app lets players easily manage their *Skylanders* toy collection and explore new *Skylanders* toys from the palm of their hands and on the go. Fans can also share and compare their *Skylanders* collection with family and friends — all for free. To celebrate the holiday season, Activision will be granting *Skylanders* collectors' toy wish lists via a Holiday Wish List Sweepstakes.

For the first time via the **Skylanders Collection Vault** app, Portal Masters can discover *Skylanders* characters and learn more about their backstories all in one place. Optimized for tablet and mobile devices, the app also allows fans to keep track of their *Skylanders* collection and their character wish list, browse images and videos, unlock special content and challenge their friends to see who has the most robust collection.

In honor of the new **Skylanders Collection Vault** app, Activision is launching the Holiday Wish List Sweepstakes to help fans complete their collections. Starting today at 12 p.m. PST, Portal Masters that download the app and create a wish list in the **Skylanders Collection Vault** can send their list to SkylandersCommunity@Activision.com by Friday, December 6. Five lucky winners will be awarded their wish list collection of up to 25 **Skylanders SWAP Force™** toys available at retail. The complete rules for the Holiday Wish List Sweepstakes can be seen at www.skylanders.com/sweepstakes.¹

"**Skylanders SWAP Force** is the highest-rated game in the *Skylanders* franchise to date, and the **Skylanders Collection Vault** app will be the perfect mobile companion for all Portal Masters looking to learn more about their favorite characters and get to know new *Skylanders* characters," said Josh Taub, Senior Vice President of Product Management at Activision Publishing, Inc. "*Skylanders* continues to be the #1 kids' video game franchise of 2013² and we have an ongoing commitment to provide our fans the best experience possible. We're excited to offer *Skylanders* fans the ability to immerse themselves in a completely digital version of their collections."

Players can now download the free, official **Skylanders Collection Vault** [here](#) and bring their digital *Skylanders* collection wherever they go. Fans can also enjoy *Skylanders* mobile games -- [Skylanders Lost Islands™](#), [Skylanders Cloud Patrol™](#) and [Skylanders Battlegrounds™](#) — available in the App Store.

About the Skylanders® Franchise

The award-winning, billion dollar *Skylanders* franchise pioneered the toys-to-life category in 2011 with the debut of *Skylanders Spyro's Adventure®*. The game originated a new play pattern that seamlessly bridged physical and virtual worlds across multiple platforms and became the top-selling kids' videogame of the year. In October 2012, *Skylanders Giants™* further evolved the genre and added the mega-sized Giant *Skylanders* and *LightCore®* characters to the collection of interaction figures. *Skylanders Giants* was awarded the "e-Connected Toy of the Year" at the 13th Annual Toy of the Year (TOTY) Awards. The next innovation in the franchise *Skylanders SWAP Force* was developed by Vicarious Visions, an Activision studio. The game is rated E10+ by the ESRB. For more information, visit www.skylanders.com.

About Activision Publishing

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, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Denmark, the Netherlands, Australia, Singapore, mainland China, Hong Kong 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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¹No purchase necessary to enter or win. Open to legal residents of the United States and the District of Columbia 13 years of age or older at the time of entry. All prize components subject to availability and other restrictions. Total ARV of all prizes \$75 to \$1,875. Official Rules apply.

²Based on revenue, according to The NPD Group, Gfk Media Control® and Activision internal estimates, including toys and accessory packs, through October 2013

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131126005820/en/>

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