



Moshi Monsters Make Their Video Game Debut This Fall in Moshi Monsters™: Moshling Zoo

SANTA MONICA, Calif., Aug. 17, 2011 /PRNewswire/ --The hit global children's brand Moshi Monsters™ is headed to the Nintendo DS™ this fall in **Moshi Monsters™: Moshling Zoo**, collaborators Activision Publishing, Inc. (Nasdaq: ATVI) and Mind Candy today announced. *Moshi Monsters* (www.moshimonsters.com), a social online world for kids aged 6-12, launched in 2008 and has seen astronomical growth, currently boasting over 50 million registered users in over 150 territories worldwide, 15 million in North America alone.

(Logo: <http://photos.prnewswire.com/prnh/20110817/NY53472LOGO>)

"With an absolutely massive fan base, *Moshi Monsters* is clearly one of the fastest growing children's entertainment brands in the world," said David Oxford, EVP & General Manager, Activision Publishing. "We look forward to building on Mind Candy's success as we work closely with them to extend the brand experience."

"We're really excited to expand the *Moshi Monsters* universe into video games for the very first time," said Michael Acton Smith, Mind Candy's CEO and creator of *Moshi Monsters*. "The Nintendo DS™ is the perfect launch platform and we hope to build a lasting and successful relationship with Activision."

Moshi Monsters provides children with a new form of entertainment, combining adoptable pet monsters, safe social networking, games, stories, missions and educational puzzles. One of the most popular elements of *Moshi Monsters* is the ability to collect "Moshlings" (pets for your pet monsters).

Moshi Monsters: Moshling Zoo builds upon the popularity of the Moshlings and offers fans a fresh new take on the Moshi universe, including brand new content and a new way to interact with their favorite characters. The game features new locations and an exclusive new Moshling - which is yet to be revealed. 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, plus win awards and trophies to take back to their zoo.

The joint endeavor, which will see Activision Publishing, Inc. distribute ***Moshi Monsters™: Moshling Zoo*** globally, represents Moshi's first move into the video game space. The brand is centered online, but has experienced great success with its real world offerings including best-selling toys, books, trading cards and the Moshi magazine.

Moshi Monsters™ Moshling Zoo will be available this fall and 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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