



Activision Made a Special Gameplay Mode for Me, Kaos, in Skylanders Trap Team™!

Can You Believe Those Skylanders Losers Actually Caved in to My Demands?

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Attention, foolish human fools! Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), is officially announcing an all new diabolical gameplay mode in honor of me, Emperor Kaos, the most infamously evil villain in all of Skylands! In my glorious "Kaos Doom Challenge," sniveling Portal Masters like you can feebly battle through increasingly difficult waves of my personal minions using your ridiculous army of Skylanders.

And since you obviously won't stand a chance, I, Kaos, will graciously allow you to build defensive towers and battle my fearsome allies using any of your Skylanders from your entire collection. However, when you bumbling Portal Masters utterly fail to progress past my hordes of evil underlings, the "Mystery Box of Doom" will be opened - which will then incomprehensibly spit out gigantic villains that will completely destroy you! And because I am both benevolent and merciful, I will even let you fools use any of your pitiful Trapped Villains to fight them.

And, should any of you so-called "journalists" need an official quote from me - BEHOLD! "A recent evil study of a thousand trolls revealed that nine out of ten agree that I am the most powerful and impressive evil doer to have ever conquered Skylands. Naturally, I had every tenth one banished to my 'Kaos Doom Challenge' to test the effectiveness of my 100 waves of ultimate evil doom - and they were never heard from again. So let's just say EVERYONE agrees - I am the most powerful and impressive evil doer ever."

And for those of you who absolutely cannot wait for your horribly inevitable destruction, the **Skylanders Trap Team** Starter Pack will be available on a bunch of seemingly random days in October (October 5th in North America, October 10th in Europe and October 2nd in Australia to be precise) on the following exceptionally awesome platforms: Nintendo's Wii™ system and Nintendo's Wii U™ system; a variety of iPad®, Kindle Fire and Android tablets; Xbox One and Xbox 360 games and entertainment systems from Microsoft; and the PlayStation®4 system and PlayStation®3 system. A different, unique adventure also will be available on the Nintendo 3DS™ handheld system.

Now if you'll excuse me, I have a world to conquer. I look forward to crushing your spirits. With loathing and disgust.

About the Skylanders® Franchise

The award-winning, \$2 billion *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. In October 2012, *Skylanders Giants*™ further evolved the genre and added the megagized Giant Skylanders and *LightCore*® characters to the collection of interaction figures. *Skylanders SWAP Force*™ launched in October 2013 and introduced an all-new play pattern - swapability. The *Skylanders* franchise was the top selling kids' videogame of 2013¹, and is now one of the top 20 videogame franchises of all time². *Skylanders Trap Team*, the newest installment due out in North America on October 5, 2014, reverses the magic of bringing toys to life - incredibly letting kids pull characters out of the digital world into the physical world. For more information, please visit: www.skylanders.com and Activision.com/presscenter.

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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¹ According to The NPD Group, GfK Chart-Track and Activision Blizzard internal estimates, including toys and accessories

² According to The NPD Group and GfK Chart-Track

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