



The Magic of Skylanders SWAP Force™ Makes Its Way to Nintendo 3DS This Fall

Leader in the Toys-To-Life Genre Unites with the #1-Selling Video Game Hand-Held Platform to Deliver Unprecedented Fun for Fans

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ:ATVI), is gearing up to deliver the innovation of "dynamic swapability" to the top selling Nintendo 3DS™ handheld system¹ this fall with the highly anticipated launch of **Skylanders SWAP Force**. The \$1.5 billion Skylanders® franchise continues to lead the video game industry in overall retail sales worldwide.²

The Nintendo 3DS version of **Skylanders SWAP Force** offers gamers a unique adventure complete with its very own story, levels and special starter pack characters. A truly complementary experience to the console version, **Skylanders SWAP Force** on Nintendo 3DS will hit retail destinations worldwide with three new characters — Rattle Shake, Volcanic Eruptor, and Free Ranger — which are not found in any other Skylanders Starter Pack. So if fans buy both a console version and the Nintendo 3DS version of **Skylanders SWAP Force**, then they will end up with four **SWAP Force** Skylanders, giving them 16 different combinations.

"Skylanders fans have been very supportive in expressing what they'd like to experience in the Nintendo 3DS version of **Skylanders SWAP Force**, and we really took their input to heart," said Alex Peters, Vice President, Activision Production. "The game plays smoother and crisper than ever before, and with kids' collections becoming larger and larger, we were able to add more depth and gameplay variety than any other hand-held version of Skylanders."

The story of **Skylanders SWAP Force** on Nintendo 3DS begins in Boomtown, home of Skylands' favorite pilot, Flynn. As the town is celebrating Flynn as their hometown hero, a new villain known as Count Moneybone sneaks his way into Boomtown to kidnap Cali, long-time friend to Flynn and the Skylanders. Now it's up to Portal Masters everywhere to assemble the Skylanders and **SWAP Force** to save Cali and defeat the evil Count Moneybone.

Skylanders SWAP Force gives kids an unprecedented level of choice by allowing them to swap the top and bottom halves of the toys to transform 16 **SWAP Force**™ characters into more than 250 unique combinations³. **Skylanders SWAP Force** on Nintendo 3DS is compatible with all of the toys from **Skylanders Spyro's Adventure**® and **Skylanders Giants**; additionally, all of the characters' abilities, levels and customization will carry forward to **Skylanders SWAP Force**. Like the game's console version, the level cap for all characters has been raised from 15 to 20, enabling players to continue building the skills and experience of their favorite Skylanders.

Skylanders SWAP Force on Nintendo 3DS, developed by n-Space, will be available on October 13 in North America, October 16 in Australia and October 18 in Europe. The game is rated E10+ by the ESRB. For more information, visit: www.skylanders.com.

About Activision Publishing, Inc.

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¹ According to The NPD Group for April, May and June 2013

² According to The NPD Group, Gfk Media Control® and Activision internal estimates, including toys and accessory packs through July 2013

³ Requires purchase of all *SWAP Force* Skylanders

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