



"SWAPtober" Kicks into Gear in Anticipation of the Launch of Skylanders SWAP Force™

Skylanders® takes over Times Square for "SWAPtoberfest" Celebration on October 10

Daily Skylanders SWAP Force Starter Pack Giveaways and Activities Begin October 1 through the end of the month

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), is celebrating the month of "SWAPtober" as the magic of **Skylanders SWAP Force** sweeps the globe heading into the game's launch on Sunday, SWAPtober 13th and beyond. Lucky Portal Masters will have chances to win copies of the **Skylanders SWAP Force** game, explore the world of Skylanders in Times Square, and more during the month-long activities.

Kicking off SWAPtober, Activision will be giving away one **Skylanders SWAP Force** Starter Pack per day from October 1-31 via the official [Skylanders Twitter](#) channel (@SkylandersGames). Portal Masters can visit [Skylanders.com](#) to mix and match their favorite **SWAP Force**™ characters out of the more than 250 possible combinations. Fans can then tweet their favorite **SWAP Force** character combination along with a suggested catchphrase using the hashtags #SWAPtober and #Skylanders for the chance to win one of the daily **Skylanders SWAP Force** Starter Pack giveaways, which will be available after the game's launch.

On October 10, **Skylanders**, one of the world's most successful video game franchises¹, is partnering with Toys"R"Us® to bring Skylanders to life with "SWAPtoberfest"—a celebration in Times Square where fans will have the chance to be among the very first to play the game before it's available at retail. SWAPtoberfest will feature **Skylanders SWAP Force**-themed activities, photos with **Skylanders** costumed characters as well as chances to win a **Skylanders SWAP Force** Starter Pack and special **Skylanders**-themed merchandise from top companies like MEGA Brands, Rubie's Costume Company, Hybrid Apparel and Power A.

On Saturday, October 12 and Sunday, October 13, the Toys"R"Us international flagship store in New York City will celebrate the launch of **Skylanders SWAP Force** with one-of-a-kind in-store experiences, including game demos and giveaways (while supplies last).

Skylanders SWAP Force was recently named as one of the 2013 Toys"R"Us "Fabulous 15" on the Toys"R"Us Holiday Hot Toy List. The game will be available in North America on Xbox 360™, PlayStation®3, Nintendo Wii™, Nintendo Wii U™ and Nintendo 3DS™ on October 13; in Australia on October 16; and in Europe on October 18. It also will be available day-and-date with the launch of Xbox One™ and PlayStation® 4.

About the Skylanders Franchise

The award-winning, \$1.5 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 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** is being 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, Inc.

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

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¹ Based on revenue, according to The NPD Group, Gfk Media Control® and Activision internal estimates, including toys and accessory packs.

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For Media Inquiries:
PMK•BNC
Michele Wyman, 310-854-3264
michele.wyman@pmkbnc.com
or
Activision Publishing, Inc.
Dior Brown, 424-744-5864
dior.brown@activision.com

Source: Activision Publishing, Inc.

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