



Photos from Skylanders Trap Team Reveal Event in New York Are Available on Business Wire's Website and AP PhotoExpress

NEW YORK--(BUSINESS WIRE)-- Photos from Skylanders Trap Team Reveal Event in New York are available on Business Wire's Website and AP PhotoExpress.



Photo One:

Eric Hirshberg, CEO of Activision Publishing, Inc., reveals the latest innovation to the Skylanders franchise with Skylanders Trap Team on April 23, 2014, in New York. Skylanders Trap Team, launching on Oct. 5, 2014 in North America in the newest video game in the popular Skylanders franchise. Skylanders Trap Team reverses the magic of bringing toys-to-life with a ground-breaking innovation that allows kids to pull characters out of the digital world into the physical world. (Photo by John Minchillo/Invision for Activision/AP Images)

Photo Two:

Richard Barry, executive vice president, chief merchandising officer at Toys"R"Us, Inc., supports Activision in revealing the innovative new game to the Skylanders franchise: Skylanders Trap Team at special event on April 23, 2014 in New York. Skylanders Trap Team will reverse the magic of bringing toys-to-life with a ground-breaking innovation that

allow kids to pull characters out of the digital world into the physical world. (Photo by John Minchillo/Invision for Activision/AP Images)

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Photo Three:

Paul Reiche, Toys For Bob developer, wows the crowd at the Skylanders Trap Team reveal event on April 23, 2014 in, New York. Skylanders Trap Team, the newest videogame in the popular Skylanders franchise launches on Oct. 5, 2014 and reverses the magic of bringing toys-to-life with a ground-breaking innovation that allow kids to pull characters out of the digital world into the physical world. (Photo by John Minchillo/Invision for Activision/AP Images)

Photo Four:

Kids react to a special reveal of Skylanders Trap Team as part of Skylanders Day on April 23, 2014 in New York City at Toys"R"Us Times Square, where consumers were the first in the world to experience Skylanders Trap Team before the general public. Skylanders Trap Team, the newest video game in the popular Skylanders franchise, reverses the magic of bringing toys-to-life with ground-breaking innovation that allows kids to pull the characters out of the digital world into the physical world. (Photo by Andy Kropa/ Invision for Activision /AP Images)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140423006907/en/>

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