



## Activision Publishing's Call of Duty and Skylanders Continue to Top NPD Charts For 2013

*Call of Duty: Ghosts* #1 Top-Selling Next Gen Title; *Call of Duty* #1 Franchise for the Last Five Years

*Skylanders* #1 Kids Video Game Franchise for Second Consecutive Year; Takes #3 Spot for Overall Video Game Franchise in 2013

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), announced today that **Call of Duty®** and **Skylanders®** continue to top U.S. NPD charts for 2013. **Call of Duty: Ghosts** was the #1 best-selling title overall in December, and the #1 best-selling next gen title of 2013 on both Xbox One and PlayStation 4; **Call of Duty** was the #1 franchise for the fifth year in a row in both software units and dollars in the U.S., according to the NPD Group<sup>1</sup>. Additionally, **Skylanders SWAP Force** was the #2 best-selling title overall in December; **Skylanders** was the #1 best-selling kids video game franchise of 2013 in the U.S. for the second consecutive year, and the #3 video game franchise overall for the year in the U.S., according to the NPD Group and including toys and accessories<sup>2</sup>.

"**Call of Duty: Ghosts** is the #1 best-selling next gen launch title on both Xbox One and PS4, and for the second year in a row **Skylanders** was the #1 top-selling kids video game franchise," said Eric Hirshberg, CEO of Activision Publishing, Inc. "This consumer response to both **Call of Duty: Ghosts** and **Skylanders** speaks to the deep connection both franchises have made with fans, which fuels our commitment to delivering great games time and again."

The latest two **Skylanders** games -- **Skylanders Giants™** and **Skylanders SWAP Force™** - both ranked in the top 5 of kids video games in 2013<sup>2</sup>. In addition, both **Call of Duty** and **Skylanders** have two of the top 10 best-selling titles for the year in the U.S.

Released in November on both current generation and next generation platforms, **Call of Duty: Ghosts** ushered in the next generation of the blockbuster franchise. The game also is the #1 first person action game of the year in the U.S. and the #1 most played multiplayer title currently for Xbox 360 on Xbox Live online entertainment network from Microsoft. Developed by Infinity Ward, the title is rated "M" for Mature (Blood, Drug Reference, Intense Violence, Strong Language) by the ESRB. For more information, please visit [www.callofduty.com/ghosts](http://www.callofduty.com/ghosts), [www.facebook.com/CODGhosts](http://www.facebook.com/CODGhosts), or follow on Twitter [@InfinityWard](https://twitter.com/InfinityWard).

The award-winning, billion dollar<sup>2</sup> **Skylanders** franchise continued to innovate the toys-to-life category in October 2013 by introducing a new mix-and-match play pattern with the launch of **Skylanders SWAP Force** for current generation and handheld platforms and was available day-and-date with next generation platforms. **Skylanders SWAP Force** was one of the highest rated kids' games of 2013 and was hailed as "4 stars (out of 4)" by *USA Today*<sup>3</sup> and "The Best Skylanders Game Yet" by *Forbes.com*<sup>4</sup>. The latest group of **Skylanders SWAP Force** toys arrived on store shelves at the beginning of the year, introducing Portal Masters to new favorite heroes such as Stink Bomb, Spy Rise, Smolderdash and more. For more information, visit [www.skylanders.com](http://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.

Activision maintains operations in the U.S., Canada, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, mainland China and the region of Taiwan. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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<sup>1</sup> Based on revenue and software units sold, according to The NPD, through December 2013

<sup>2</sup> Based on revenue, according to The NPD Group including toys and accessory packs, through December 2013 in the U.S.

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Source: Activision Publishing, Inc.

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