



Activision Publishing's Bakugan Battle Trainer™ for Nintendo DS™ Now Available in North America

Players Train Their Brawlers Then Unleash Them on Fierce Enemies

SANTA MONICA, Calif., March 26, 2010 /PRNewswire via COMTEX News Network/ -- [Activision Publishing, Inc.](#) (Nasdaq: ATVI) and Corus Entertainment Inc.'s Nelvana Enterprises are pleased to announce that **Bakugan Battle Trainer(TM)** is now available for Nintendo DS(TM). Putting a brand new spin on the immensely popular *Bakugan* video game series, **Bakugan Battle Trainer** is a brawler's dream. Players develop their Bakugan's skills and maximize their battling abilities as they take on a shadowy invader who has imprisoned fellow Bakugan.

"*Bakugan Battle Trainer* nails the classic elements that have made *Bakugan* one of the most popular kids' entertainment experiences in the world, while taking advantage of the Nintendo DS' features to provide the full interaction with the Bakugan that kids have been thirsting for," said David Oxford, Activision Publishing.

Players level up their Bakugan by performing a variety of training methods between epic brawls. With over 25 Bakugan available to collect in *Bakugan Battle Trainer*, players have an enormous amount of choice when it comes to training their creatures. As they triumph over enemies, players will gain opportunities to acquire new skills. For the first time, Bakugan fans find out first hand what happens before and after the brawls.

Bakugan Battle Trainer(TM) is rated E for Everyone by the ESRB and is available now for \$29.99. For more information, visit <http://www.bakugan-videogame.com>. *Bakugan Battle Brawlers(TM)* is a co-production from Nelvana Enterprises, Spin Master Ltd., Sega Toys Ltd., TMS Entertainment, Ltd., Japan Vistec Inc. and Sega Corporation, with animation by Japan Vistec Inc. and TMS Entertainment, Ltd.

About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, Nickelodeon (Canada), W Network, CosmoTV, VIVA, Sundance Channel (Canada), Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CFOX, CKOI, 98.5 FM, Q107 and 102.1 the Edge. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

About Spin Master

A multi-category children's entertainment company since 1994, Spin Master(R) has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as 2008 Toy of the Year winner Air Hogs(R), Aquadoodle(TM), Tech Deck(TM), Moon Sand(TM) and new boys action phenomena Bakugan Battle Brawlers(TM). Spin Master employs over 600 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and China. For additional information please visit: www.spinmaster.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 Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, South Korea, China 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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"might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include, but are not limited to, sales levels of Activision Publishing's titles, shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms, declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware (including peripherals) and related software, industry competition, rapid changes in technology, industry standards and consumer preferences, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, licensees, licensors, vendors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, and the other factors identified in the risk factors section of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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