



Activision Publishing and Nelvana Enterprises Going Big With the Fall Release of Bakugan Battle Brawlers™: Defenders of the Core

For the First Time Control Towering Bakugan, Completely Customizable With Devastating Attacks

SANTA MONICA, Calif., June 9, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Corus Entertainment Inc.'s Nelvana Enterprises announced today the fall release of **Bakugan Battle Brawlers(TM): Defenders of the Core** for Nintendo DS(TM), Wii(TM), the PSP(R) (PlayStation(R)Portable) system, the PlayStation(R)3 computer entertainment system, and the Xbox 360(R) video game and entertainment system from Microsoft. This sequel to the 2009 hit *Bakugan Battle Brawlers(TM)*, once again based on the top-rated television series and Spin Master's best-selling toy, blends fast and fluid fighting tactics with real time strategy elements to bring the monsters to life on a breathtaking scale.

"The ever-growing number of Bakugan fans told us they wanted more action and direct control over their brawlers," said David Oxford, Activision Publishing. "So we built *Bakugan Battle Brawlers(TM): Defenders of the Core* around real time 3D action featuring customizable Bakugan that are over six stories in height, in wide open destructible environments. Never before have Bakugan brawls been this massive!"

In *Bakugan Battle Brawlers(TM): Defenders of the Core*, players will create a new hero and lead the brawlers on an epic adventure to save Earth's cities from Spectra and his Vexos minions. Players will discover a whole new aspect of Bakugan by being given complete control over their creatures when taking on their opponents as Bakugan transform from small balls into towering creatures. In the midst of intense battles, players will find themselves bravely exploring dangerous and dark areas to stop the evil spirits that are sucking the life force from the world. Players will unlock all-new levels and characters as they unearth hidden clues and defeat opponents in the quest to save the world from ultimate destruction. *Bakugan Battle Brawlers(TM): Defenders of the Core* also features split-screen multiplayer action in three different game modes in the console versions, and linked multiplayer on Nintendo DS(TM) and PSP system. Coupled with real-time battle gameplay, this will be the first time that players can duke it out with their Bakugan in head-to-head duels, free for all, and strategic destruction battles.

"We are pleased with Activision's efforts to evolve the franchise in videogames and push the limit of what fans expect from an interactive Bakugan experience," said Colin Bohm, Vice President and Managing Director, Nelvana Enterprises. "*Bakugan Battle Brawlers(TM): Defenders of the Core* feels like the TV show come to life on a scale I never imagined."

Bakugan remains a blockbuster leading toy property, winning two of the biggest 2010 Toy of the Year Awards: Boy Toy of the Year and Property of the Year. *Bakugan Battle Brawlers(TM): Defenders of the Core* is once again developed by veteran Japanese studio NOW PRODUCTION, Co., Ltd. The television series 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.

For more information on *Bakugan Battle Brawlers(TM): Defenders of the Core*, visit <http://www.bakugan-videogame.com>. The game is not yet rated by the ESRB.

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 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:

About NOW Production

NOW Production is a premiere video game developer founded in 1986 and based in Japan. It has developed games for many major publishers, including Namco, Konami and Activision, working on games such as *Katamari Damacy*, *Dance Dance Revolution*, *Little League World Series 2009*, and *Bakugan Battle Brawlers*. In recent years, "NOWPro" has started creating original, independent titles and is also involved with developing mobile software and online games.

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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