



## Attention Foolish Human Fools! Skylanders "Goes Dark" at Comic-Con® International: San Diego

### Skylanders Trap Team™ Dark Edition Featuring Ultimate Kaos Trap Debuts

*Activations Include Consumer Hands-on Gameplay, First-Ever Skylanders Comic Book Unveiling*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- For the first time, Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), brings *Skylanders*®, the world's leading *Toys-to-Life*™ video game franchise to Comic-Con International: San Diego. Starting Thursday, July 24, fans descending upon San Diego Comic-Con will be among the first in the world to get a look into the *Skylanders* universe, including new toys, and hands-on ***Skylanders Trap Team*** gameplay, with more news to come. Attendees will be the first consumers to check out the new ***Skylanders Trap Team*** Dark Edition Starter Pack toys and will be able to pre-order the Starter Pack at the *Skylanders* booth (#303). North American fans who can't wait for the convention to start can pre-order the ***Skylanders Trap Team*** Dark Edition Starter Pack beginning today at major retailers while supplies last.



This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced below. You can access the Smart Marketing Page via the following link:

Skylanders Trap Team Dark Edition Food Fight Character Illustration. (Photo: Business Wire)

<http://smp.newshq.businesswire.com/pages/skylanders-goes-dark-comic-con>

The ***Skylanders Trap Team*** Dark Edition is a true collector's starter pack that includes the special Ultimate Kaos Trap, which allows Portal Masters to trap and play as Kaos when the game launches in North America on October 5. The ***Skylanders Trap Team*** Dark Edition Starter Pack features the Ultimate Kaos Trap, a special, larger-sized Trap to capture Skylands' #1 villain. It will also include two Traps; exclusive black and silver variant designs of new characters Snap Shot, Wildfire and Food Fight; a two-sided ultimate collector poster; sticker sheets and trading cards. The ***Skylanders Trap Team*** Dark Edition Starter Pack will be available on Xbox 360™ games and entertainment system from Microsoft; Xbox One, the all-one games and

entertainment system from Microsoft; PlayStation® 3 computer entertainment system; PlayStation® 4 and Nintendo's Wii™ and Wii U™ systems for a suggested retail price of \$99.

"In just 33 months, the Skylanders franchise has grown into a pop-culture phenomenon," said Josh Taub, senior vice president of product management at Activision Publishing, Inc. "What better way to honor our fans, many of whom attend San Diego Comic-Con, than to give them new ways to experience the game firsthand? With the **Skylanders Trap Team** Dark Edition, #0 issue of the official Skylanders comic and additional surprises to come, we have more to offer fans than ever before."

San Diego Comic-Con attendees can check out *Skylanders* at the following activations:

- **Skylanders Panel (Room 7AB):** "**Skylanders: The Creative Process of Bringing Toys to Life**" panel on **Thursday, July 24<sup>th</sup> from 6-7 p.m.**, moderated by **Geoff Keighley**, will offer insights into one of the world's most beloved *Toys-to-Life* video game franchises, as well as a major announcement about new Skylanders characters. Speakers include: comic book writer **Ron Marz** (*Green Lantern*, *DC vs. Marvel*), famed voice of Kaos **Richard Horvitz** (*Billy and Mandy*, *Invader Zim*), and Toys for Bob's Director of Toy and Character Development, **I-Wei Huang**. **New updates** to the *Skylanders* franchise will be revealed, and fans will leave with **Skylanders giveaways**, while supplies last.
- **Skylanders Costume Contest (Room 7AB):** Activision will award **more than \$5,000 in cash prizes and rare toys** to the best *Skylanders* costumes at the panel on Thursday.
- **Skylanders Show Floor (Booth #303):** Fans can check out **new Skylanders Trap Team toys, pose with Skylanders' #1 villain Kaos** and costume characters, and **receive giveaways** while supplies last.
- **Skylanders Comic Book, IDW Publishing (Booth #2643):** Leading comic book publisher **IDW** will debut the **first-ever Skylanders comic-book series**. Issue #0 - debuting at Comic-Con - will feature an introductory 16-page story that serves as a prequel to this year's **Skylanders Trap Team**. Limited copies of a variant cover of the comic book will be available for purchase exclusively for attendees.
- **First Public Hands-on Opportunities (Various Locations):** Fans can be the first consumers in the world to **play the upcoming Skylanders Trap Team** at several locations and receive special giveaways while supplies last: *Skylanders Trap Team* First-to-Play Tour kicking off in the Interactive Zone at Petco Park's Lexus Premier Lot (no SDCC badge required); the Nintendo Gaming Lounge in the San Diego Ballroom, Marriott Marquis & Marina (no SDCC badge required); and the Xbox Lounge in the Manchester Grand Hyatt at 1 Market Place (SDCC badge required). While at the Xbox Lounge, fans can win a collectible Skylanders-themed Xbox One.
- **Rubie's Costumes (Booth #3649):** *Skylanders* fans can get a sneak peek at the new **Skylanders** Halloween costumes available this fall at Rubie's booth.
- **Mad Libs Pop-Up Shop (Booth #4612):** Attendees can get their hands on the **popular Skylanders Universe™ Mad Libs**, featuring more than 20 original stories, available for purchase at the Mad Libs Pop-Up Shop.
- **Special Kids Day Activities - Sunday, July 27 (Various Locations):** Kids who play the game at the **Skylanders Trap Team First-to-Play Tour in the Interactive Zone** will receive special giveaways, while supplies last. Fans can also stop by the **Penguin Publishing booth** to pick up their limited edition **Skylanders activity poster**, while supplies last. Kids will also get a peek into the **Skylanders comic book** at **IDW's Kids Comics Panel** on Sunday at 10 a.m. (Room 4).

### About Skylanders Trap Team

Launching in October, **Skylanders Trap Team** brings a ground-breaking innovation to the *Skylanders* franchise by reversing the magic of its signature *Toys-to-Life* play pattern to let kids bring life-to-toys for the first time. With **Skylanders Trap Team**, Portal Masters seek out and defeat the most wanted villains in all of Skylands, pulling them out of the game and into living rooms by capturing them in magical Traps. Players can then send villains back into the game where they play as them to fight for good. The game will include the Traptanium Portal™, a new ring of magical energy that enables kids to not only bring their Skylanders to life, but also magically capture villains using the new Traps. Once they've defeated the villains, kids will be able to place a Trap into the new portal to capture them. They will also be able to hear the villains inside the Traps, an innovation that truly brings life to toys.

### About the Skylanders® Franchise

The award-winning, \$2 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. In October 2012, *Skylanders Giants*™ further evolved the genre and added the megagized Giant Skylanders and *LightCore*® characters to the collection of interaction figures. *Skylanders SWAP Force* launched in October 2013 and introduced an all-new play pattern - swapability. The *Skylanders* franchise was the top selling kids' videogame of 2013<sup>2</sup>, and is now one of the top 20 videogame franchises of all time<sup>3</sup>. *Skylanders Trap Team*, the newest installment due out

in North America on October 5, 2014, reverses the magic of bringing toys to life - incredibly letting kids pull characters out of the digital world into the physical world. For more information, please visit: [www.skylanders.com](http://www.skylanders.com) and [Activision.com/presscenter](http://Activision.com/presscenter).

### **About Activision Publishing**

Headquartered in Santa Monica, California, Activision Publishing, Inc. (NASDAQ: ATVI), today 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, Denmark, the Netherlands, Australia, Singapore, mainland China, Hong Kong 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, according to The NPD Group, GfK Chart-Track and Activision Blizzard internal estimates, including toys and accessories (life to date, as of June 30, 2014)

<sup>2</sup> Based on revenue, according to The NPD Group, GfK Chart-Track and Activision Blizzard internal estimates, including toys and accessories.

<sup>3</sup> According to The NPD Group, GfK Chart-Track and Activision Blizzard internal estimates, including toys and accessories. All time since NPD and GfK Chart-track began recording data

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140721005423/en/>

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Source: Activision Publishing, Inc.

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