



## Critically Acclaimed **Skylanders SWAP Force™** Set to Release on Next-Generation Consoles on November 12 in North America

*Highly-Rated Kids' Game will be One of the Few Family Launch Titles for Next-Generation Platforms This Holiday*

SANTA MONICA, Calif.--(BUSINESS WIRE)-- The critically acclaimed video game **Skylanders SWAP Force™** from Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI), is set to be released in North America for the PlayStation®4 computer entertainment system and Xbox One all-in-one games and entertainment system from Microsoft on November 12, 2013. **Skylanders SWAP Force** is the third installment of the top selling kids' video game franchise of 2013.<sup>1</sup>

Hailed as "4 stars out of 4" by USA Today, "The Best Skylanders Game Yet" by [Forbes.com](http://Forbes.com) and "...the series' best so far" by Associated Press, **Skylanders SWAP Force** is one of the highest rated kids' games of the year and one of the few kids' titles available on the next-generation of video game consoles this holiday. The game, which "sings on next-gen" according to online gaming site [Kotaku.com](http://Kotaku.com), is already positioned to be a must-have game this holiday, having been named to the 2013

Toys"R"Us® "Fabulous 15" on the company's Holiday Toy List. The game has also been included on TimeToPlayMag.com's Most Wanted List and Toy Insider's Hot 20 Holiday Toys of 2013 List.

**Skylanders SWAP Force** pushes the boundaries of innovation and imagination with an all new play pattern — swapability — that allows gamers to transform 16 **SWAP Force™** characters into more than 250 unique characters by swapping the top and bottom halves of the toys. Building on the franchise's signature gameplay and collectible toy experience, the game takes kids on an all-new adventure with more than 30 new characters each with unique powers and personalities. Additionally, fans can play **Skylanders SWAP Force** on next-generation consoles with their entire collection of 100+ characters from **Skylanders Spyro's Adventure®** and **Skylanders Giants™**.

Optimized for next-generation game systems, **Skylanders SWAP Force** features an all new graphics engine that delivers high-resolution visuals that bring to life amazingly detailed characters and richer environments to deliver a high level of visual fidelity that immerse players in the game like never before. The game runs in native 1080p on both next-generation consoles, further bridging the gap between a video game and feature film experience.

### About the Skylanders® Franchise

The award-winning, billion dollar **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 and became the top-selling kids' videogame of the year. In October 2012, **Skylanders Giants™** further evolved the genre and added the mega-sized Giant Skylanders and **LightCore** characters to the collection of interaction figures. **Skylanders Giants** was awarded the "e-Connected Toy of the Year" at the 13th Annual Toy of the Year (TOTY) Awards. The next innovation in the franchise **Skylanders SWAP Force** was developed by Vicarious Visions, an Activision studio. The game is rated E10+ by the ESRB. For more information, visit [www.skylanders.com](http://www.skylanders.com).

### About Activision Publishing

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, 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 Media Control® and Activision internal estimates, including toys and accessory packs, through September 30, 2013.

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