



## Activision Publishing and Nelvana Enterprises Issue a New Call to Brawl With Bakugan Battle Trainer™ for Nintendo DS™

### Fresh Extension of the Blockbuster Franchise Arrives This Spring

SANTA MONICA, Calif., Feb 18, 2010 /PRNewswire via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Corus Entertainment Inc.'s Nelvana Enterprises announced today the spring release of ***Bakugan Battle Trainer(TM)*** for Nintendo DS(TM), a brand new entry in the hit *Bakugan* video game franchise that lets fans interact with their Battle Brawlers like never before. The game introduces players to a different part of the Bakugan world by putting an emphasis on mastering the secrets of Bakugan training by improving their skills, leveling up G-Power and then ultimately going up against challengers in a familiar but innovative way.

"*Bakugan Battle Brawlers(TM)* was one of the best-selling Nintendo DS(TM) games of the holiday 2009 season, and the toy and TV show continue to climb in popularity," said David Oxford, Activision Publishing. "It's thrilling to work with such a hot property and bring the Bakugan universe to life in another way with *Bakugan Battle Trainer(TM)*."

In *Bakugan Battle Trainer(TM)*, Bakugan fans find out first hand what happens before and after the brawls. Players master the secrets of training their Bakugan while choosing how to improve their skills and abilities with an in-depth training mode that helps their Bakugan excel at all aspects of battling. Ultimately, players send their rigorously trained creatures into battle with a mission to free their imprisoned brethren from the enemy's hold. Beyond this ingenious style of play, the classic elements of Bakugan are in place - collect up to 30 creatures, intense battle action, and the ability to improve your rank by defeating opponents.

"Activision has been the ideal partner in taking Bakugan to the video game space," said Doug Murphy, President, Nelvana and GM, Corus Kids. "The response from fans to last year's *Bakugan Battle Brawlers(TM)* was incredibly enthusiastic, so we eagerly look forward to our next step with *Bakugan Battle Trainer(TM)*."

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

*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, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. 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](http://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](http://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](http://www.activision.com).

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