



Skylanders™ Figures Outsold All Other Action Figure Properties in U.S. and Europe Year-to-Date in 2013¹

Skylanders Giants #1 best-selling console and hand-held video game in dollars in both U.S. and Europe year-to-date in 2013²

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), announced today that **Skylanders™** figures outsold all action-figure properties in the U.S. and Europe year-to-date in 2013 -- and the **Skylanders** property outpaced all toy properties overall in the U.K. year-to-date as of June 30, 2013.¹

As of July 31, 2013, the **Skylanders** franchise has generated life-to-date more than \$1.5 billion in worldwide retail sales²; and year-to-date in 2013, in both North America and Europe, **Skylanders Giants™** was the #1 best-selling console and hand-held game overall in dollars.²

"We began something very special with **Skylanders** and the magic of bringing toys to life through a video game," said Eric Hirshberg, CEO, Activision Publishing. "But it's not just about the game. We know the toys have to be just as creative and imaginative as the kids that play with them, and that's why we're so excited to bring even more innovations to this genre when **Skylanders SWAP Force™** comes out in October."

Skylanders Spyro's Adventure™ and **Skylanders Giants** were developed by Toys For Bob, and **Skylanders SWAP Force** is being developed by Vicarious Visions. The games are rated Everyone 10+ by the ESRB. For more information, visit www.skylanders.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 maintains operations in the U.S., Canada, Brazil, Mexico, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, mainland China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected release date of **Skylanders SWAP Force™**, are forward-looking statements that are not facts and involve a number of risks and uncertainties. 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 unanticipated product delays and other factors identified in the risk factors sections 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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¹ According to The US NPD Group and Activision internal estimates through June 2013

² According to The US NPD Group, GfK Media Control and Activision internal estimates, including toys and accessory packs.

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