



Skylanders Kicks off Mornings and Brightens Up Playtime With Exciting New Offerings From General Mills and Crayola

#1 Top-Selling Kids Videogame Franchise of 2014 Worldwide¹ Unveils Special Edition Crayola Color Alive! Skylanders Trap Team Starter Pack and Cereal Boxes from General Mills

New Love Potion Pop Fizz Toy Timed for Valentine's Day and Easter Toys Join the Skylanders Trap Team Lineup

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ:ATVI), announced today exciting products from partners General Mills and Crayola® that will bring new *Skylanders*® experiences to fans. Starting this month, fans in North America can start their mornings by playing an interactive version of the popular *Skylanders* Skystones mini-game via specially-marked Big G cereal boxes. Portal Masters also can be on the lookout for *Skylanders*® *Trap Team* Crayola Color Alive! Starter Packs in April that will allow kids to bring their coloring to life. Additionally, new Valentine's Day and springtime *Skylanders Trap Team* toys also have been unveiled in anticipation of New York Toy Fair.



Skylanders Trap Team Crayola Color Alive! Starter Pack. Skylanders Trap Team Crayola Color Alive! Starter Packs hit retail shelves this spring featuring black and white line art of Skylanders characters for Portal Masters to color. Using Crayola's Magic Crayons included in the Starter Pack, fans can watch the characters come alive on their smartphones or tablets through the Crayola Color Alive! 4D Experience app. This limited edition Starter Pack will be available in April for the suggested retail price of \$74.99 on Xbox 360, Wii, Wii U, PlayStation 3 and select iPad, Kindle Fire and Android tablets. (Photo: Business Wire)

franchises in the world, *Skylanders* was an obvious choice as a partner for Big G interactive cereal boxes," said Lisa Kessel, manager of Big G. "We are thrilled to have the opportunity to partner with Activision to bring *Skylanders* Skystones cards to the breakfast table, adding even more fun to the cereals that fans already know and love."

Additionally, special Crayola edition of the *Skylanders Trap Team* Starter Pack will be available on store shelves in early April 2015. The limited edition packaging will feature unique black and white line art of Skylanders characters for Portal Masters to color using Crayola's Magic Crayons included in the Starter Pack. Fans can then watch the characters come alive on their smartphones or tablets using Crayola's new Color Alive! 4D Experience augmented reality technology. This limited Starter Pack will be exclusively available at Toys"R"Us for the suggested retail price of \$74.99 on Xbox 360™ video game and entertainment system from Microsoft, Nintendo's Wii™ system, Nintendo's Wii U™ system, PlayStation® 3 computer entertainment system and select iPad®, Kindle Fire and Android tablets.

"We're excited to extend our relationships with General Mills and Crayola for yet another year," said Ashley Maily, vice president of global licensing and partnerships at Activision Publishing, Inc. "Both brands are category leaders and have long been a mainstay for kids around the world. We believe these partnerships match the affinity our fans express for the *Skylanders* franchise."

Beginning February 14, General Mills will bring the fan-favorite *Skylanders* Skystones game to select Big G cereal boxes, marking Activision's first entry into the cereal category. Available at participating retailers across North America, fans will find *Skylanders* Skystones packs inside boxes of Honey Nut Cheerios, Cinnamon Toast Crunch, Reese's Puffs, Trix, Lucky Charms and more while supplies last. There are four sets of *Skylanders* Skystones to collect, and each set contains 10 cards, two of which are ultra-powerful "boss" villain cards that will unlock exclusive content in the free *Skylanders Collection Vault*™ app. *Skylanders* Skystones is a popular head-to-head mini-game found in *Skylanders Trap Team* and other previous *Skylanders* games.

"As one of the most popular kids videogame franchises in the world, *Skylanders* was an obvious choice as a partner for Big G interactive cereal boxes," said Lisa Kessel, manager of Big G. "We are thrilled to have the opportunity to partner with Activision to bring *Skylanders* Skystones cards to the breakfast table, adding even more fun to the cereals that fans already know and love."

"We are thrilled to expand our partnership with Activision and bring the hugely popular Skylanders characters into the new, innovative Crayola Color Alive! franchise," said Warren Schorr, vice president of licensing at Crayola. "Activision shares the same passion as Crayola to bring creative experiences to kids around the world, and with *Skylanders* as one of the premiere titles in Color Alive!, kids can have limitless fun customizing their favorite characters and bringing them to life."

Fans also can enjoy their Skylanders characters in a new way with Crayola's Color Alive! *Skylanders* coloring book, available now for a limited time on store shelves nationwide. Children can activate the special Crayola 4D Experience™ through the Color Alive! app by aiming their mobile phone or tablet camera at the coloring page to bring their unique *Skylanders* drawings to life. The included Magic Crayon transforms coloring by activating special effects through drawing on the page in real-time. Kids also can interact and take photos with the coloring book characters. The Color Alive! app is available on iPad, Android and Windows smartphones and tablets, as well as iPod® Touch.

In addition to the exciting new offerings from General Mills and Crayola, Activision is bringing several special edition toys to the *Skylanders Trap Team* roster. Just in time for Valentine's Day, Love Potion Pop Fizz - a wild-and-crazy, potion-brewing hero from Skylands - is available now and features a limited edition design both in-game and on the toy.

Parents looking for the perfect toys to include in Easter baskets can get their hands on the springtime editions of fully playable, pocket-sized *Skylanders* Minis toys, Power Punch Pet-Vac and Eggsellent Weeruptor. This year, Pet-Vac is aiming to break the all-time Skylander record for number of eggs collected, while Eggsellent Weeruptor has disguised himself as a candy-coated egg, having been chosen as the mascot in the Skylands Annual Dragon Egg Hunt. Lastly, Portal Masters can now use the new limited edition Earth Trap, inspired by the Easter Bunny, to trap Skylands' most notorious villains.

Skylanders has sold through more than 240 million toys², outselling all top action-figure lines worldwide in 2014 for the third consecutive year³.

About the Skylanders® Franchise

The award-winning, \$3 billion *Skylanders* videogame franchise¹ featuring the *Toys to Life* interactive figures, portal and accessories that seamlessly bridge the physical and virtual worlds across multiple platforms, debuted in 2011 with *Skylanders® Spyro's Adventure*. In October 2012, *Skylanders® Giants* expanded interactivity with its mega-sized Giant Skylanders collectible figures and *LightCore®* characters. *Skylanders® SWAP Force™* launched in October 2013 and introduced an all-new play pattern - swapability. *Skylanders* was the top selling kids' videogame franchise of 2014¹ worldwide and is the 15th best-selling videogame franchise of all time⁴. *Skylanders® Trap Team* further enhances the capabilities of the *Toys to Life* figures, Traps, and an advanced *Traptanium Portal™* allowing kids to reverse the magic by pulling characters out of the digital world into the physical world. For more information, please visit: www.skylanders.com and Activision.com/presscenter.

About Activision Publishing

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found on the company's website, www.activision.com.

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¹Based on retail sales, according to The NPD Group, GfK Chart-Track ® and Activision internal estimates, including toys and accessories

²Based on Activision Blizzard internal estimates

³According to The NPD Group and Activision Blizzard internal estimates for the years 2012, 2013, 2014

⁴ According to The NPD Group, GfK Chart-Track, Activision Blizzard internal estimates, including toys and accessories, based retail sales in North America and Europe. All time since NPD and GfK Chart-Track began recording data.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150209005200/en/>

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