



Skylanders™ Franchise Reaches More Than \$1 Billion in Worldwide Retail Sales

Skylanders Toys Outsold #1 Action Figures U.S. and Europe in 2012³

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)), announced that together **Skylanders Spyro's Adventure** and **Skylanders Giants** have generated more than \$1 billion in retail sales worldwide, inclusive of toys and accessories -- and the franchise reached this milestone in just 15 months.¹

In 2012, the combined sales of **Skylanders Giants** and **Skylanders Spyro's Adventure** toys out-sold the top action figure lines in the U.S. and Europe, including Beyblades, Star Wars and Transformers.³ Additionally, through January 2013, more than 100 million **Skylanders** toys have been sold at retail.²

"The **Skylanders** franchise became the first kids' videogame IP to cross the \$1 billion mark in just 15 months⁴, and I think we are still just starting to realize its potential," said Eric Hirshberg, CEO of Activision Publishing, Inc. "We knew that the simple, but magical idea, of bringing your toys to life in a video game could change both the video game and the toy industries, and more importantly, change the way kids play. And this fall, we're looking forward to delivering to fans our latest break-through innovation, **Skylanders SWAP Force**,⁵ which lets kids customize their own characters, bringing toys to life to a whole new level."



Skylanders SWAP Force lets Portal Masters reconfigure 16 special **SWAP Force**™ characters into more than 250 unique combinations. Kids can mix and match characters' powers and moves and then bring them to life in the game. In addition to the new **SWAP Force** characters, the game features 32 core **Skylanders** characters (16 completely new **Skylanders** characters and 16 new versions of fan-favorite characters from previous games) and eight new **LightCore**™ characters.

Fans of the franchise also can play **Skylanders SWAP Force** with their entire collection of toys from both **Skylanders Spyro's Adventure** and **Skylanders Giants**, now with the added capability of jumping. The new game also delivers high-resolution graphics that bring detailed characters and rich environments to life, immersing players in the gameplay like never before.

The recently revealed **Skylanders SWAP Force** will be featured at Toy Fair 2013, February 10-13 at the Javits Center in New York City in booth 3061.

About the **Skylanders** Franchise

In 2011, **Skylanders Spyro's Adventure** originated a new play pattern that seamlessly bridged physical and virtual worlds across multiple platforms and became the top-selling kids' videogame of the year². In October of 2012, **Skylanders Giants** further evolved the genre and added the mega-sized **Giants** 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**, expected to be released in fall 2013, is being developed by Vicarious Visions, an Activision studio. The game has not yet been rated 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 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.

¹Inclusive of toys and accessory packs, according to The NPD Group, GfK Chart-track and Activision Internal estimates

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³According to Activision Internal Estimates

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