**THE MAGIC OF *SKYLANDERS®* LIGHTS UP YOUTUBE**

**WITH NEW *SKYLANDERS BOOMCASTTM* WEBISODES**

***Weekly* Skylanders *Webisodes, hosted by* Diary of a Wimpy Kid*’s Zachary Gordon, Delivers Everything Fans Want to Know about one of the World’s Most Successful Video Game Franchises1***

Santa Monica, Calif. – Oct. 4, 2013 – Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: ATVI) today announced ***Skylanders Boomcast*** –a series of online webisodes for the best-selling kids game of the year2 – which debuts Friday, “SWAPtober” 4 on the [Skylanders YouTube channel](http://www.youtube.com/skylanders). Offering a weekly glimpse into the magical world of Skylands, **S*kylanders Boomcast*** will be hosted by actor Zachary Gordon *(Diary of a Wimpy Kid)* as he brings fans the latest *Skylanders* franchise news, gameplay tips and tricks, fan art, character spotlights, exclusive interviews with the *Skylanders* team and more, straight from the source.

“Our young fans have a tremendous appetite for all things Skylanders. ***Skylanders Boomcast*** is an innovative way to turn marketing content into entertainment content,” said Eric Hirshberg, CEO of Activision Publishing. “This will be the destination where our fans can dive deeper into the world of Skylanders than ever before.”

The show’s launch kicks-off SWAPtober, a month of activities celebrating the newest *Skylanders* game – *Skylanders SWAP ForceTM*, which will hit stores on October 13 in North America, October 16 in Australia and October 18 in Europe.

“I’m so honored and excited to be a part of ***Skylanders Boomcast***! The fact that I get to bring Skylanders news to Portal Masters around the world is a dream job, and I can’t wait to see what amazing things fans will bring to the table,” said Zachary Gordon, host of ***Skylanders Boomcast***. “It’s been really great working with Activision on this project, and I just know that fans will love what the team has in store for them.”

***Skylanders Boomcast*** was created by Activision Publishing, Inc. and is a MATTER/Edelman Production in association with RadNerd Productions.

**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* is being 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, 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](http://www.activision.com/).

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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** and **SKYLANDERS BOOMCAST,** 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  Based on revenue, according to The NPD Group, Gfk Media Control® and Activision internal estimates, including toys and accessory packs

2 Based on revenue, according to The NPD Group, Gfk Media Control® and Activision internal estimates, including toys and accessory packs through August 2013

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