

Skylanders Fans Can Build And Grow Their Own Magical Village In The Skylands With Activision's Free New Lost Islands™ App

New free app Skylanders Lost Islands™ from Activision Publishing Inc., introduces character and resource management to the globally-popular Skylanders franchise.

Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc., [Nasdaq: ATVI], announces the addition of a feature-filled new title to its globally popular Skylanders franchise: [Skylanders Lost Islands™](#).

Skylanders Lost Islands is far more than a typical “city-builder” game. Rather, it’s an innovative character and resource management game that gives Portal Masters the opportunity to rebuild and customize their own slice of the Skylands. Players can send their brave and intrepid Skylanders off on quests and adventures, use them to ward off evil trolls, and chase away pesky sheep -- all while helping the peaceful Mabu rebuild their homeland in the sky.

Plus, for even more fun, players can make their physical Skylanders toy collection a part of the adventure by importing them into the game to bring them to life in Skylanders Lost Islands.

Skylanders Lost Islands also features:

- Precision-crafted user experience
- Incredible art and HD graphics optimized for the Retina display
- Over 50 unique Skylanders that can be ranked up to achieve various goals
- The ability to level up through the game to unlock new items and Skylanders
- The power to bring back any wayward Skylanders who go missing on an adventure
- The chance to build, evolve and customize Skylands islands
- Fun rewards from helping various characters
- Numerous islands full of surprise, excitement and mystery
- A host of free holiday items

In addition, Skylanders Lost Islands features astonishing sound effects and voiceovers from other popular titles in Activision Publishing, Inc.'s Skylanders franchise: Skylanders Spyro's Adventure®, and Skylanders Giants™.

Skylanders Lost Islands, the newest member of the Skylanders franchise from Activision Publishing Inc., is available in English, French, German, Italian and Spanish. The app can be download from iTunes at <https://itunes.apple.com/app/skylanders-lost-islands/id560610970>, and is designed for iPad, iPhone and iPod Touch.

For more information on Skylanders Lost Islands, please visit:
<http://www.skylanders.com>.

For other information or media inquires, contact Red Consultancy at
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Skylanders Lost Islands is developed by Vicarious Visions Mobile, Activision's mobile games powerhouse based in Albany, New York.

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.