



Activision's Bakugan Battle Brawlers(TM) Video Game is Now Out in North America

The World's Hottest Toy and Animated TV Series Comes to Life on Five Game Platforms Today

SANTA MONICA, Calif., Oct 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that *Bakugan Battle Brawlers(TM)*, the most anticipated kids' video game of the year, has been released for Nintendo DS(TM), the Wii(TM), the Xbox 360(R) video game and entertainment system from Microsoft and the PlayStation(R)3 and PlayStation(R)2 computer entertainment systems. There is also a limited run Nintendo DS Collector's Edition that includes an exclusive "Naga" ball packed in with the game. The *Bakugan Battle Brawlers* video game, licensed by Corus Entertainment Inc.'s Nelvana, is based on the top-rated television series and Spin Master's best-selling toy. The game allows fans to become a part of the universe they love - meeting all the characters from the show and taking part in battles to become the world's best.

"*Bakugan(TM)* is a true phenomenon that continues to explode in popularity and the videogame will draw even more people into its universe," said David Oxford, Activision Publishing. "The *Bakugan Battle Brawlers* videogame combines the characters and story from the cartoon series with the skill and strategy of the toy line to create an experience like no other."

Fans can jump in the game to answer the call to brawl as they throw *Bakugan* cards onto the battlefield and then try to carefully shoot their *Bakugan* balls onto the cards to unleash their monstrous powers. When two *Bakugans* stand on the same card, they transform into gigantic creatures and fight to the finish.

Bakugan is based on the story of Dan and his friends whose lives were forever changed when mysterious cards fell from the sky. Creating a game from the cards where powerful creatures known as *Bakugan* battle, it wasn't long before they discovered that their hobby was much more than just a simple pastime. Utilizing special game cards *Bakugan* battle masters roll spheres onto the cards, which activate and transform into *Bakugan* "battle brawling" action figures.

The toy line has won three 2008 "Toy of the Year" awards from the Toy Industry Association and its *Bakugan(R) Battle Brawlers(TM)* New Vestroia (TM) Maxus Helios(TM) 7 in 1 toy was recently listed as one of Toys"R"Us' "Fabulous 15" toys for the upcoming holiday season. "Bakugan" is also wildly popular animated series airing on Cartoon Network in the United States, TELETOON in Canada and many international broadcasters.

Bakugan Battle Brawlers(TM) is a co-production from Nelvana Enterprises, Spin Master Ltd., Sega Toys Ltd., TMS Entertainment, Ltd., Japan Vistec Inc. and Sega Corporation, with animation by Japan Vistec Inc. and TMS Entertainment, Ltd.

For more information on *Bakugan: Battle Brawlers*, visit <http://www.bakugan-videogame.com>.

About Corus Entertainment Inc.

Corus Entertainment Inc. is a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children's book publishing and children's animation. The company's multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at www.corusent.com.

About Spin Master

A multi-category children's entertainment company since 1994, Spin Master(R) has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as 2008 Toy of the Year winner Air Hogs(R), Aquadoodle(TM), Tech Deck(TM), Moon Sand(TM) and new boys action phenomena *Bakugan Battle Brawlers(TM)*. Spin Master employs over 600 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and China. For additional information please visit: www.spinmaster.com.

About Now Production

Now Production is a premiere videogame developer founded in 1986 and based in Japan. It has developed games for many major publishers, including Namco, Konami and Activision, working on games such as *Katamari Damacy*, *Dance Dance Revolution* and *Little League World Series 2008*. In recent years, NowPro has started creating original, independent titles and is also involved with developing mobile software and online games.

About Activision Publishing

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands, Australia, Japan and South Korea. More information about Activision and its products can be found on the company's website, www.activision.com.

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