



Skylanders Cloud Patrol™ Now Available on the new Kindle Fire HD from Amazon

Exclusive to Kindle Fire, Game Features First-Ever In-App Purchase of Skylanders Toys with Immediate Character Unlock and Physical Toy Fulfillment

SANTA MONICA, Calif., Sept. 7, 2012 /PRNewswire/ -- Get ready to take to the skies and search for escaped trolls on an entirely new mobile platform. Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), is now making available its action-packed mobile hit **Skylanders Cloud Patrol™** on the newly-released Kindle Fire HD, alongside the first-generation Kindle Fire.

(Photo: <http://photos.prnewswire.com/prnh/20120907/LA70122-a>)

(Logo: <http://photos.prnewswire.com/prnh/20120907/LA70122LOGO-b>)

"Including accessory packs and figures, **Skylanders Spyro's Adventure®** was the #1 best-selling console and hand-held game overall in dollars for the first six months of 2012 in the U.S. and Europe and has quickly become a phenomenon across all gaming platforms," said John Coyne, consumer marketing vice president at Activision. "We are thrilled to team up with Amazon to now bring the franchise to millions of Kindle Fire users."

Exclusive to the version of **Skylanders Cloud Patrol** on Kindle Fire, for the first time ever, players will be able to purchase toys within the **Skylanders Cloud Patrol** game app itself with the push of a button. Leveraging the "always logged in" feature of the Kindle Fire, buying the physical toy in-app will unlock the digital character immediately via Amazon's trusted 1-Click Purchasing, while the physical toy is shipped to the user.

Skylanders Cloud Patrol is a recently-released mobile gaming experience set in a new region of Skylands that has been overrun by the evil minions of Portal Master, Kaos. With all 30-plus Skylanders available to unlock, the game lets players take command of a magnificent sky-ship and use their favorite Skylander to dispatch the baddies using touch gestures to tap-and-shoot or swipe the screen to create amazing combos.

Skylanders Cloud Patrol for Kindle Fire will be available for download in the Kindle Fire store on the tablet, and will retail for \$0.99 at launch.

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 maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, <http://www.activision.com>.

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