

ACTIVISION UTSER NICKELODEON TILL EUROPEISK MARKNASDFÖRINGSPARTNER

London – 6 september, 2011 – Activision Publishing, Inc. (Nasdaq: [ATVI](#)) och Viacom International Media Networks (VIMN), ett bolag under Viacom Inc. (NYSE: VIA, VIA.B), offentliggör idag ett omfattande marknadsföringspartnerskap som ska främja Activisions nya familjespel Skylanders Spyro's Adventure™ på viktiga marknader runt om i Europa under hösten.

Nickelodeon och Activision går samman för att genomföra en omfattande marknadsföringsaktivitet som består av en rad evenemang runt om i Europa som ska marknadsföras både digitalt och i rutan. Det är första gången som Nickelodeon och Activision går ihop för i ett evenemang där barn och familjer erbjuds möjlighet att vara bland de första i världen att prova ett spel, i det här fallet Skylanders Spyro's Adventures.

Nyckelexpertis från Nickelodeon ska användas för att skapa en serie större och engagerande event som lämpar sig för hela familjen och som dessutom kommer att erbjuda den bästa plattformen för att förhandsvisa Skylanders Spyro's Adventure i höst. Den ökända Nickelodeon Slime lastbilen ska turnera i i Storbritannien, Frankrike, Tyskland, Italien, Nederländerna, Sverige och Spanien och förvandla olika platser i dessa länder till en värld av Skylanders.

Förutom möjligheter att testa spelet kommer varje event ha en stor show på scen som leds av olika hemliga gäster. På scenen kommer det genomföras massa lekar, tävlingar med fina priser och det kommer finnas chans att uppleva ett av spelet magiska element på riktigt.

Imke Heinrich, marknadschef, Activision Publishing Europé säger att " Vi är väldigt glada över att kunna kombinera styrkan hos Nickelodeon som familjevarumärke med magin i Skylanders Spyro's Adventure när vi nu ska debutera med denna interaktiva rundtur i Europa. Vi tror att turnén kommer att vara en idealiska plattform för att komma i kontakt med fans över hela Europa eftersom vi ger de möjlighet att vara bland de första i världen att spela Skylanders Spyro's Adventure"

Antonio Canto, Senior Vice President, Viacom Brand Solutions International, säger att "Nickelodeon är ett kraftfullt varumärke som engagerar barn och familjer på en global nivå. Vår kompetens och kunskap om vår publik och vår marknad gör att vi kan ge Activision den ultimata multiplattformen för marknadsföringskampanj för den här nya produkten. Vi kommer visa upp Skylanders Spyro's Adventure i sju länder på över 10 evenemang i Europa. Det visar verkligen på våra innovativa och kreativa lösningar för kampanjer. "

För mer information om *Skylanders Spyro's Adventure* Nickelodeon turné, gå in på www.nick-skylanders.com. *Skylanders Spyro's Adventure* kommer i oktober, för mer information gå in på: www.skylandersgame.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, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

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About Viacom International Media Networks (formerly MTV Networks International):

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NYSE: VIA, VIA.B), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, non-premium Paramount Pictures branded channels, VH1, VIVA, MTVHD, TMF (The Music Factory), COLORS, Game One and Tr3s: MTV,

Musicá y Mas, a channel for US Hispanic audiences. Viacom brands are seen globally in more than 600 million households in 160 territories and 34 languages via 166 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties.

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