

## Nickelodeon and Activision Reveal New Teenage Mutant Ninja Turtles™ Video Game Based on The Network's Hit CG-Animated Series

NEW YORK, July 19, 2013 /PRNewswire/ -- Nickelodeon and Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard (Nasdaq: ATVI), today revealed their collaboration on an all-new *Teenage Mutant Ninja Turtles*™ video game inspired by the network's hit CG-animated series. This side-scrolling action-brawler game features an authentic storyline ripe with franchise-favorite characters and locations, with loads of combat and animated scenes. *Teenage Mutant Ninja Turtles*™ is expected to launch Oct. 22 in North America, Oct. 23 in Asia and Australia, and Oct. 25 across Europe and Latin America for the Xbox 360® games and entertainment system from Microsoft, Nintendo Wii™ system and Nintendo 3DS™.

"We're thrilled to debut this new *Teenage Mutant Ninja Turtles* video game for our younger Turtles fans," said Sherice Torres, Senior Vice President of Entertainment Products, Nickelodeon Consumer Products. "Jam-packed with all the ninjas, nunchucks and non-stop action *Turtles* fans crave, *Teenage Mutant Ninja Turtles* is set to delight fans around the globe when it launches in time for the holidays."

*Teenage Mutant Ninja Turtles* is an energetic game that stays true to the classic *Turtles*-style gameplay and atmosphere. With four-person, local, drop-in-and-out co-op play (Xbox 360 and Wii only), the game features character upgrades, secondary items, and multiple gameplay modes. *Teenage Mutant Ninja Turtles* for Xbox 360 and Nintendo 3DS is rated E 10+ (Everyone 10+ — content generally suitable for ages 10 and up) by the ESRB. *Teenage Mutant Ninja Turtles* for Wii is not yet rated by the ESRB.

Nickelodeon's *Teenage Mutant Ninja Turtles* CG-animated series premiered Sept. 29, 2012, and was an instant hit. It's currently one of the top animated series with kids and boys 2-11, and reaches approximately 24 million viewers per month on Nickelodeon\*. Funnier and with more ninjutsu than ever before, *Teenage Mutant Ninja Turtles* explores the companionship of four teenage brothers learning to rely on themselves and one another as they unravel the mystery of their existence, and grow to become the heroes-in-a-half-shell that they are destined to be. The series airs regularly on Nickelodeon, Saturday mornings at 11:00 a.m. ET /PT. The *Teenage Mutant Ninja Turtles* property won the 2013 TOTY Awards for Property of the Year and Boy Toy of the Year.

The *Teenage Mutant Ninja Turtles* CG-animated series will be available worldwide in more than 45 markets and translated into eight languages: English, Spanish (Latin America), Spanish (Spain), German, French, Dutch, Swedish and Italian.

### **About Nickelodeon**

Nickelodeon, now in its 34<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

### **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](http://www.activision.com).

\* Source: NMR, Most current, 3Q-to-date (7/1/13-7/11/13), minimum 2 telecasts

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