

# Nickelodeon And Activision Sign Global, Multi-Year Deal To Produce Teenage Mutant Ninja Turtles-Themed Video Games

## First of Three Game Titles Set to be Released This Summer

NEW YORK, Feb. 7, 2013 /PRNewswire/ -- Nickelodeon and Activision Publishing, Inc., a wholly owned subsidiary of Activision Blizzard, Inc. (NASDAQ: [ATVI](#)) today announced a worldwide, multi-year deal to develop and publish video games inspired by the new CG-animated series *Teenage Mutant Ninja Turtles*. Under the new agreement, Activision has the global rights to produce interactive games based on the *Teenage Mutant Ninja Turtles* property.

"Activision is a leader in the gaming industry and we are honored to have them as the global video game partner for our new hit series *Teenage Mutant Ninja Turtles*," said Sherice Torres, Senior Vice President of Entertainment Products, Nickelodeon Consumer Products. "We are confident that these upcoming games will take gamers through interactive environments and action-packed adventures that truly capture the essence, tone and exciting elements of the Turtles."

"The fans of *Teenage Mutant Ninja Turtles* are unique in that they span generations and are very passionate," said Kurt Niederloh, Vice President, Activision Publishing Minneapolis, Inc. "We respect this passion and look forward to working with Nickelodeon to create games that embody the spirit of the property."

Nickelodeon's *Teenage Mutant Ninja Turtles* premiered Sept. 29, 2012 and was an instant hit, drawing almost 12 million viewers during its premiere weekend. 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 premiere episode was executive produced by Ciro Niele, Joshua Sternin & J.R. Ventimilia and Peter Hastings. The series airs regularly on Nickelodeon, Saturday mornings at 11a.m. ET/PT.

### About Nickelodeon

Nickelodeon, now in its 33rd 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 [www.nickpress.com](http://www.nickpress.com). Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

### 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).

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future, including statements about the expected release date are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Activision Publishing's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Activision Publishing and Activision Blizzard as of the date of this release, and neither Activision Publishing nor Activision Blizzard assumes any obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Activision Publishing or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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