



Punchbowl® announces Skylanders™ online invitation collection for fans of the global videogame phenomenon

Punchbowl joins with Activision Publishing Inc. to offer an invitation collection inspired by the characters and epic storyline of Skylanders®, the #1 top-selling kids videogame franchise¹.

Framingham, MA (PRNewswire) June 9, 2015 — Punchbowl®, the new gold standard in online invitations, today announced the debut of a new invitation collection based on the #1 top-selling kids videogame franchise¹, *Skylanders*. The branded invitation collection — which is perfect for kids' birthdays — features designs inspired by *Skylanders*' characters and epic storyline.

"*Skylanders* has become an immensely popular kids birthday party theme since its launch in 2011," said Matt Douglas, CEO, Punchbowl, Inc. "We're excited to work with Activision to create a bold, dynamic collection of online invitations for its millions of young fans."

The *Skylanders* online invitation collection will launch June 25th with at least a dozen designs that feature beloved characters including Eruptor, Spyro, Gill Grunt, Pop Fizz, Jet-Vac, Stealth Elf, and more. The branded invitations, which have the look and feel of paper, can be personalized and select designs have the ability to add a child's photo next to the character on the invite.

"We're thrilled to collaborate with Punchbowl to bring the *Skylanders* franchise to life through online invitations," said Ashley Maily, Vice President of Global Licensing and Partnerships at Activision Publishing, Inc. "The new collection gives moms a simple, convenient way to set the scene for their kids' *Skylanders* celebrations."

Highlights of the collection:

- Branded designs feature beloved *Skylanders* characters including Eruptor, Spyro, Gill Grunt, Pop Fizz, Jet-Vac, Stealth Elf, and more
- Online invitations have the look and feel of paper
- Matching envelope liners, postage stamps and greetings
- Ability to add a photo next to the character on the invite
- Invitations can be easily shared via email or social media

Skylanders is the latest franchise to have branded invitations on Punchbowl. In 2014, Punchbowl launched the "Characters Kids Love" invitation collection, which features beloved characters from Disney, Hasbro, Sanrio, Sesame Street, and many more.

To browse the "Characters Kids Love" invitation collection, visit: <http://www.punchbowl.com>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website Punchbowl.com, the new gold standard in online invitations. The site includes the "Characters Kids Love" online invitation collection, which features iconic, beloved characters. More than 85 million people have sent and received online invitations and digital greeting cards from Punchbowl. The company was founded by technology entrepreneur Matt Douglas, is located in Framingham, MA, and is backed by Intel Capital and Contour Venture Partners. To learn more, visit <http://www.punchbowl.com/company>

About the Skylanders® Franchise

The award-winning, \$3 billion *Skylanders* franchise has sold through more than 250 million action figures since pioneering the toys-to-life category in 2011 with the debut of *Skylanders® Spyro's Adventure*. The game originated a play pattern that seamlessly bridged physical and virtual worlds across multiple platforms. In 2012, *Skylanders® Giants* further evolved the genre and added *LightCore®* characters to the collection of interaction figures. *Skylanders® SWAP Force™*, which launched in 2013, introduced an all new play pattern – swapability. In 2014, *Skylanders®*

Trap Team reversed the magic of bringing toys to life by allowing players to pull characters out of the digital world into the physical world and became the number 1 kids' console game globally². The game was also the first console game to simultaneously bring the entire AAA experience to tablets.

1. According to the NPD Group, GfK Chart-track, Activision Blizzard internal estimates, including toys and accessories.