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**FIRST EVER MOSHI DS TITLE SET TO BE A MONSTER HIT
*MOSHI MONSTERS™: MOSHLING ZOO***



London, UK: Hit global children's brand, *Moshi Monsters™* storms into the video gaming market with its first Nintendo DS game, ***Moshi Monsters™: Moshling Zoo***, and it's already set to be a huge success. Due to launch on the 11 November 2011, the game is already number 4 on Play.com's video gaming chart and sits at number 10 across all formats on Amazon. Developed by well-renowned US based gaming developer, Black Lantern and published by Activision Publishing, Inc. (Nasdaq: [ATVI](#)), the game is based on the social online world for kids aged 6-12 which was created by Mind Candy in 2008. *Moshi Monsters* has seen astronomical growth since and currently boasts over 50 million registered users in over 150 territories worldwide, (with 12 million in the UK alone).

Moshi Monsters: Moshling Zoo builds upon the popularity of the *Moshlings* (tiny pets for your pet monster) and offers fans a fresh new take on the Moshi universe, offering them new ways to interact with their favourite characters. The game features new locations and an exclusive new Moshling - which will be revealed at launch. There are 52 Moshlings to collect from the common to the rare and even the elusive 'Ultra-Rare'. Children can also play new mini-games and educational-style puzzles, plus win awards and trophies to take back to their zoo.

"With an ever-growing fan base, *Moshi Monsters* is clearly one of the fastest growing children's entertainment brands in the world," said David Oxford, EVP & General Manager, Activision

Publishing. “We look forward to building on Mind Candy’s success as we work closely with them to extend the brand experience.”

“We’re really excited to expand the *Moshi Monsters* universe into video games for the very first time and we’re delighted that we’re topping the Amazon and Play.com pre-order charts already!” said Michael Acton Smith, Mind Candy’s CEO and creator of *Moshi Monsters*.

The joint endeavour represents Moshi’s first move into the video game space. The brand is centered online, but has experienced great success with its real world offerings including best-selling toys, books, trading cards and the *Moshi Monsters* magazine.

A limited edition version of ***Moshi Monsters™: Moshling Zoo*** will be available in GAME, while stocks last. This special edition game comes packaged with a variety of benefits for young moshi fans, including: three days membership, 1,000 free Rox (the in-game currency of *MoshiMonsters.com*), Topps series 2 trading cards, an exclusive *Moshi Monsters* top trumps card and a never been seen before *Moshling*.

The following retailers will then be stocking the standard edition of the game: ASDA, Argos, Sainsbury's, TESCO, TRU, Smyths, HMV, AMAZON, Play.com. The game is priced at **£29.99 (RRP)** and has been classified PEGI 3, which means suitable for all. For more information please visit www.moshlingzoo.com or www.Activision.com.

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About Mind Candy

Mind Candy is one of the world’s fastest growing social online gaming companies and the global developer, operator and publisher of *Moshi Monsters*. The company was founded in 2004 by Michael

Acton Smith, a UK-based entrepreneur who previously founded Firebox.com. For further information visit www.mindcandy.com

About Moshi Monsters™

Moshi Monsters is a free-to-play, fun-filled world of adoptable pet monsters, combining adorable virtual pets, safe social networking, games, educational puzzles, stories and missions for children aged 6-12. 50 million monsters have been created to date making Moshi Monsters one of the world's fastest growing children's sites. For more information visit www.moshimonsters.com

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