



Cabela's Big Game Hunter 2012 is Back on September 27th, 2011

A New Level of Fun and Challenge to the World's Most Popular Hunting Series

MINNEAPOLIS, June 27, 2011 /PRNewswire/ -- Cabela's *Big Game Hunter 2012* roars its way back with one of the most realistic hunts yet, vast environments, an abundance of firearms and gear and the most true to life animals yet. With predators and prey on the horizon, Cabela's *Big Game Hunter 2012* from Activision Publishing, Inc. (Nasdaq: ATVI), takes gamers on a fun-filled, fast-paced adventure around the globe. Scheduled for release on September 27, 2011, this exciting new entry into the popular Cabela's franchise combines intense action with the popular Top Shot Elite peripheral to deliver gamers one of the most exhilarating hunting adventures ever!

"The pairing of Activision and Cabela's continues to result in the best hunting games on the market and this year's *Big Game Hunter* is no exception," said Jordan Mauer, Senior Director of Marketing, Activision Publishing. "Featuring upgradeable gear, game-changing freedom of movement and realistic animal behavior, *Cabela's Big Game Hunter 2012* is a great addition to any "gamer's library."

With the world as their playground, players will explore a vast expanse of mountains and valleys with unprecedented choices in direction never before seen in a Cabela's hunting game. Players can climb an area to get a better angle for the shot but risk being spotted, or they can take a low elevation route with poor visibility but plenty of concealment. Nature doesn't always wait for you to make the first move as the dynamic weather and natural hazards make the hunt even more challenging. The challenge doesn't end there. *Cabela's Big Game Hunter 2012* ups the ante with the most realistic animals ever seen in the Cabela's series. Every animal's unique movement gives clues on what the animal will do next. In order to bag the trophies, players will have to avoid detection through cunning, skill, and deception. They must also utilize master hunting skills such as advanced stalking techniques so they can quickly move through cover and close in on their targets.

A hunter is nothing without his firearm, which is why *Cabela's Big Game Hunter 2012* offers up the coolest hunting rifles and shotguns available. Players will always have the right gear and they can purchase upgrades, producing visible strengths and weaknesses depending on the situation. Having the best equipment is only part of the equation as players will have to be the best. Advanced shooting techniques such as accounting for wind direction and bullet drop are critical to making the perfect shot.

With new multiplayer modes, gamers can enjoy playing with friends and family! Up to four people can take turns, work together or challenge each other in different arcade shooting galleries. With new modes such as Reflex and Target Shooting, *Cabela's Big Game Hunter 2012* has enough fun to keep players hunting with friends for a long time!

Cabela's Big Game Hunter 2012 will be available on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Wii™ from Nintendo, on September 27, 2011. The game will be bundled with the innovative Top Shot Elite hunting peripheral and can also be purchased separately. For more information, please follow on Twitter and Facebook - @ActivisionHunts — Facebook.com/ActivisionHunts

Cabela's

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock trades on the New York Stock Exchange under the symbol "CAB."

About Activision Publishing, Inc.

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