



Activision Publishing's Cabela's Outdoor Adventures Available Now in North America

Hunting and Fishing Seasons are Officially Open

SANTA MONICA, Calif., Sept 09, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Activision Publishing, Inc. (Nasdaq: ATVI) announced today that Cabela's Outdoor Adventures is available now for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, and Wii(TM). The PC version ships October 13. The game lets sportsmen tackle the great outdoors in a simulation-style, seamlessly integrated sporting experience which includes big game hunting, freshwater fishing and bird hunting.

Cabela's Outdoor Adventures boasts an unprecedented level of variety featuring North America's top outdoor destinations with over 50 hunting and fishing adventures. The game also features incredible detail, including complex animal behaviors, lifelike animations, realistic environments and intensive use of hunting and fishing techniques. Players will experience moments instinctively associated with hunting and fishing including the thrill of stalking a big game trophy animal, squeezing the trigger, hooking a fish and snap-shooting a flushed bird.

The all new VITALS (Visually Integrated Targeting and Lock-on System) feature allows players of Cabela's Outdoor Adventures to lock onto their target and precisely aim for the perfect kill-shot. Using licensed firearms and fishing gear from the top names in the industry, sportsmen can tackle 39 species, including record breaking big game, small game, fish and fowl. Realistic hunting tactics allow the player to master calls and stealth, while the animals react in real-time. The full-featured fishing simulator includes selecting equipment and driving the boat as well as casting and hooking. Last but definitely not least, players can use the new Trophy Creator to design his or her own buck and then hunt it for a shot at a leading magazine cover!

"Cabela's Outdoor Adventures maintains its authenticity while presenting these outdoor sports in an intuitive manner that's friendly to a wide range of sportsmen and gamers alike," said David Oxford, Activision Publishing. "We're proud to deliver such a varied and deep gameplay experience."

Cabela's Outdoor Adventures is available for \$39.99 for Xbox 360(R), PLAYSTATION(R)3 computer entertainment system, and Wii(TM), and \$29.99 for PlayStation(R)2 computer entertainment system. The PC version will be available for \$19.99. For more information visit www.activision.com.

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

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products.

Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, Russia, Japan, 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.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision Publishing's expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. Activision Publishing generally uses words such as "outlook," "will," "could," "would," "might," "remains," "to be," "plans," "believes," "may," "expects," "intends," "anticipates," "estimate," "future," "plan," "positioned," "potential," "project," "remain," "scheduled," "set to," "subject to," "upcoming" and similar expressions to identify forward-looking statements. 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, but are not limited to, sales levels of Activision Publishing's titles,

shifts in consumer spending trends, the impact of the current macroeconomic environment, the seasonal and cyclical nature of the interactive game market, Activision Publishing's ability to predict consumer preferences among competing hardware platforms (including next-generation hardware), declines in software pricing, product returns and price protection, product delays, retail acceptance of Activision Publishing's products, adoption rate and availability of new hardware and related software, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, litigation against Activision Publishing, maintenance of relationships with key personnel, customers, vendors, licensees, licensors and third-party developers, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates, integration of recent acquisitions and the identification of suitable future acquisition opportunities, Activision Blizzard's success in completing the integration of the operations of Activision Publishing and Vivendi Games in a timely manner, or at all, and the combined company's ability to realize the anticipated benefits and synergies of the transaction to the extent, or in the timeframe, anticipated, and the other factors identified in the risk factors section 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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