



## **Battle the Unforgiving Forces of Nature in Activision's Adrenaline-Packed Cabela's Survival: Shadows of Katmai**

MINNEAPOLIS, Minn., July 29, 2011 /PRNewswire/ -- Encounter the Arctic's deadliest creatures in an epic struggle for survival in [Activision Publishing, Inc.'s](#) (Nasdaq: ATVI) ***Cabela's Survival: Shadows of Katmai***, coming this fall to the Xbox 360® video game and entertainment system from Microsoft, the PlayStation®3 computer entertainment system and the Wii™ from Nintendo. Packed with the game-changing TOP SHOT ELITE controller, gamers will face non-stop challenges and the ride of a lifetime through the daunting Alaskan wilderness in an effort to complete a mysterious mission.

"Every human shares the purest of instincts: survival," said David Oxford, Activision Publishing. "When those instincts kick in, its equal parts terrifying and exhilarating, and we've combined all those visceral reactions into a brand new 3rd-person adventure to make *Cabela's Survival: Shadows of Katmai* the most exciting Cabela's game ever!"

Witness the drama unfold as players take the role of bush pilot Logan James after he survives a horrific plane crash that leaves him in a remote corner of the Alaskan high country. Injured, isolated and in the middle of a hostile wilderness, Logan is cut off from all hope of rescue and it's up to players to guide him to safety in his epic battle against deadly predators and the frigid elements of nature.

With nothing but firearms and gear scavenged along the way, players will trek through a variety of hostile environments that include mountain peaks, icy cliff side trails, dense forests, frozen rivers and huge uncharted caverns. In order to stay alive in such harsh terrain, players will have to keep their wits about them and use all their survival skills. Every step might be their last as avalanches and snowstorms are compounded with dangerous predators that want nothing more than to eat them for dinner. As if that isn't enough to worry about, starvation is an ever looming problem. Survive, evade, and hunt through one of the most remarkable adventures ever to be released under the Cabela's brand.

*Cabela's Survival: Shadows of Katmai* will be available on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Wii™ from Nintendo on November 1, 2011. The game will be bundled with the innovative TOP SHOT ELITE peripheral on Wii and wireless controller on Xbox 360® and PlayStation®3, and can also be purchased separately. For more information, please follow on Twitter and Facebook - @ActivisionHunts and 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.**

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 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, 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 (including peripherals) and related software, industry competition including from used games and other forms of entertainment, litigation risks and associated costs, rapid changes in technology, industry standards, business models including online and used games, and consumer preferences, including interest in specific genres such as music, first-person action and massively multiplayer online games, protection of proprietary rights, maintenance of relationships with key personnel, customers, licensees, licensors, vendors, and third-party developers, including the ability to attract, retain and develop key personnel and developers that can create high quality "hit" titles, counterparty risks relating to customers, licensees, licensors and manufacturers, domestic and international economic, financial and political conditions and policies, foreign exchange rates and tax rates, and the identification of suitable future acquisition opportunities and potential challenges associated with geographic expansion, and the 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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