



Lock and Load the 'Top Shot Elite' to Confront the World's Deadliest Predators in Cabela's Dangerous Hunts 2011 by Activision

SANTA MONICA, Calif., July 30, 2010 /PRNewswire via COMTEX News Network/ -- Suspense and intense first-person action reign in Activision Publishing's (Nasdaq: ATVI) *Cabela's Dangerous Hunts 2011*, the first game to utilize the all new TOP SHOT ELITE hunting controller. Coming late fall for Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R) 3 computer entertainment system, Wii(TM) and Nintendo DS(TM), the game unfolds a story of drama and survival as players face kill-or-be-killed scenarios deep in the wild. All of the console versions are available with the TOP SHOT ELITE, the first-of-its-kind wireless controller that allows players to take aim against the world's deadliest predators.

Developed by the team at Activision that created the guitar controllers for the Guitar Hero franchise, the groundbreaking TOP SHOT ELITE will redefine how first-person action games are played. The Xbox 360 and PlayStation 3 system versions operate with 2.4GHz wireless technology and include a sensor bar and high-sensitivity camera, while the Wii version integrates the Wii Remote(TM) and Nunchuk(TM). The scope includes a red lens filter that gives players a different perspective on the environment, exposing hidden animal tracks and blood trails. The TOP SHOT ELITE also features pump-action reload and an adjustable stock to fit gamers of all sizes.

An extremely high level of production value and attention to detail has been injected into the *Cabela's Dangerous Hunts 2011* story and gameplay. Scripted by renowned scriptwriter and creative director Brad Santos, the game tells the story of Cole Rainsford, who has joined his estranged father on an African safari to hunt savage animals that have been terrorizing remote villages. Soon finding themselves stranded, their survival depends on cunning instinct and expert skill to make it out alive. The game also includes next-generation shooting galleries featuring hot-seat, multi-stage and head-to-head multiplayer options - perfect for playing with the TOP SHOT ELITE.

"*Cabela's Dangerous Hunts 2011* is the complete entertainment package - no one is offering gameplay this intense and a controller this amazing," said David Oxford, Activision Publishing. "The TOP SHOT ELITE is so captivating that I believe hordes of first-person action fans will snap up the game just to get it."

"Activision went above and beyond to create an extraordinary gaming experience," Bryan Stave of Cabela's. "*Cabela's Dangerous Hunts 2011* is the most thrilling game we've ever worked on together."

Cabela's Dangerous Hunts 2011 is slated for a late fall 2010 release. The game is not yet rated by the ESRB.

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(R) 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(R). 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(R) 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."

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