



Nature Bites Back in Activision Publishing's Newly Released Cabela's Dangerous Hunts 2009

SANTA MONICA, Calif., Sept 23, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Be afraid... very afraid. Activision Publishing, Inc. (Nasdaq: ATVI) today released Cabela's Dangerous Hunts 2009 for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, and Wii(TM), rendering no hunter safe amidst scores of savage animals in the world's most treacherous hunting locales. The latest title in the best-selling Cabela's Dangerous Hunts franchise turns the food chain upside down, where you will need to rely on precision shooting and quick reflexes to make it out of the wilderness alive.

Cabela's Dangerous Hunts 2009 is all about nonstop danger and fast action - this is a thrilling hunting experience for both hunting enthusiasts and first-person action fans. The stats speak for themselves: the game has 25 of the world's most dangerous animals, including lions, grizzly bears, Cape buffalo, rhino, jaguars and more in 9 exotic, rugged locations like the South American jungle, Alaskan wilderness, and the Russian tundra. To top it off, ferocious beasts aren't the only way you can meet your maker - you must survive plane crashes and boat down treacherous rivers, as well as avoid avalanches, stampedes, and piranha-infested waters.

"We've created an intense wilderness experience where hunting for sport is taken to a new level," said Dave Oxford, Activision Publishing. "The onslaught of danger is relentless. The question is, how long can you survive?"

You play as Flint Abrahams, a seasoned big game hunter on a quest to hunt the world's deadliest trophies. Equipped with Cabela's gear, the most respected outdoor recreation brand in the world, one would think the odds are on your side. But no one has even seen animals this fierce - they will charge you if you miss your shot, then you will be forced to fight them via melee defense. But pay attention, nearby animals may join the attack, which means dire consequences for those without the requisite combination of brawn and pinpoint shooting ability.

Cabela's Dangerous Hunts 2009 will also feature a wide variety of gameplay modes, including fan favorite Action Zone, where the player will fight off waves of surprise animal attacks, and Bonus Hunt Mode, where you use the skills you gained in a series of intense hunting challenges.

Cabela's Dangerous Hunts 2009 is available for \$39.99 for Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, and Wii(TM), and \$29.99 for PlayStation(R)2 computer entertainment system. 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, Inc.

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, the Netherlands, Australia, Japan and South Korea. More information about Activision Publishing and its products can be found on the company's website, www.activision.com.

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"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 help 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 of Activision Publishing's titles, shifts in consumer spending trends, 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 and third-party developers, 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 integrating 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. Other such factors include additional risk factors identified in 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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