



Hunt for Record Breaking Trophies in Activision Publishing's Upcoming Cabela's North American Adventures

SANTA MONICA, Calif., JULY 23, 2010 /PRNewswire via COMTEX News Network/ -- The hunt is on in Activision Publishing, Inc.'s (Nasdaq: ATVI) ***Cabela's North American Adventures***, coming this September for Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, and Wii(TM). The Wii(TM) version will be available as a bundle with the TOP SHOT, the hunting peripheral that revolutionized the genre. ***Cabela's North American Adventures*** gives players the opportunity to experience North America's greatest hunts in over twenty prime hunting locations across the continent.

Cabela's North American Adventures introduces fresh touches that hunters will appreciate, including a custom gun builder that allows players the ability to create thousands of gun options with a variety of receivers, stocks, barrels, and scopes. The game also capitalizes on the popularity of hunting shows and online videos by adding a cameraman into gameplay - to get compelling footage, hunters need to be at their best! Also, for the first time in franchise history, up to four friends can hunt together online at once (Xbox 360 and PlayStation(R)3). Once the hunt is done, friends can share their scores through online leader boards for bragging rights.

"*Cabela's North American Adventures* integrates real world details shared by Cabela's while focusing on stealth, marksmanship, and mastering a diverse set of hunting skills," said David Oxford, Activision Publishing. "We've refined these core aspects of the sport and added new innovations to extend our franchise's lead in this genre."

Arcade-style TOP SHOT shooting galleries add to the fun, where you can collect power-ups to enhance your abilities and score big points. Last year's hit Wii(TM) title *Cabela's Big Game Hunter 2010* introduced the TOP SHOT hunting peripheral, and now *Cabela's North American Adventures* further integrates it by adding head-to-head multiplayer and refining the arcade-style gameplay to make it even more action packed.

"Activision has proven that they understand what is important to outdoor enthusiasts," said Bryan Stave of Cabela's. "The approach to *Cabela's North American Adventures* is completely original, while improving on what fans of the franchise have come to expect."

Cabela's North American Adventures is slated for a September 2010 release. The game is rated T for Teen by the ESRB.

About 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."

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.

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