



Activision Publishing's Cabela's Big Game Hunter 2010 is Out Now for Wii™, Xbox 360 and PlayStation®3

The World Is Your Hunting Ground!

SANTA MONICA, Calif., Sept 30, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Big game excitement just got bigger as Activision Publishing, Inc. (Nasdaq: ATVI) today announced *Cabela's Big Game Hunter 2010* is out now for Wii(TM), Xbox 360(R) video game and entertainment system from Microsoft, and PlayStation(R)3 computer entertainment system. The Wii(TM) version can be purchased with the revolutionary Top Shot, a hunting peripheral officially approved by Nintendo. *Cabela's Big Game Hunter 2010* is an incredible worldwide trophy-hunting adventure where shooting and survival skills are put to the ultimate test.

You play as outdoorsman Jack Wilde, who seeks global "Super Hunter" status as he travels across five continents seeking to bag the world's largest trophies. These prized animals can only be reached by navigating treacherous terrain, including sheer cliffs, raging rivers and countless more perilous situations. *Cabela's Big Game Hunter 2010* duplicates the controlled breathing, steady nerves and patience required for a well-placed shot, while placing hunters in rugged environments where they will face extreme danger. Brand new elements, such as rewards for successfully using cover to progress through missions and a VITALS system which helps players visualize the perfect shot, makes this the most evolved hunting game ever.

The Top Shot hunting peripheral for Wii ups the realism even further. Designed by Activision in collaboration with Cabela's, this Nintendo approved peripheral will bring a smile to any hunter. Just load the Wii Remote(TM) and Nunchuk(TM) into the Top Shot, and you're ready for a heart-pounding action packed hunting adventure. Hone your skills with 13 arcade style shooting galleries, including 4-person multiplayer feature, included in the Wii(TM) version.

"Are you ready to achieve sportsman's immortality? If so, *Cabela's Big Game Hunter 2010* is for you," said David Oxford, Activision Publishing. "It combines precision, guts, and technology with a groundbreaking Wii peripheral for the most thrilling hunting experience yet."

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, the Netherlands, Australia, Japan and South Korea. 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 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 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 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, and the other 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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Contact:

Shaun Norton
Sandbox Strategies
212-213-2451
shaun@sandboxstrat.com

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