



Activision Declares Year-Round Hunting and Fishing Season with Cabela's(R) Outdoor Adventures(TM); Offering the Hunting and Fishing Expedition of a Lifetime

MINNEAPOLIS, Sep 14, 2005 (BUSINESS WIRE) -- In the first combination hunting and fishing adventure ever offered, players fly, float and trek across North America and beyond in Cabela's(R) Outdoor Adventures(TM) video game, available now from Activision, Inc. (Nasdaq:ATVI). Exploring some of the world's most exotic locations including Utah, Mexico and New Zealand, players have the opportunity to hunt for trophy big game, fish local waters and compete in marksmanship contests. Additional challenges players face include fending off wildlife, rescuing distressed outdoorsmen and racing against time.

"Outdoor Adventures will impress even the most seasoned outdoorsman with its authenticity and realism," said Dave Oxford, General Manager of Activision Value. "We took painstaking measures to ensure that everything from kill shots to challenging fish battles were as true to real life as possible."

In Cabela's Outdoor Adventures, players travel to exciting locations across the globe to challenge their hunting and fishing skills. The game features realistic big game, fish and small game behaviors, animations and graphics and a complete line of genuine Cabela's hunting and fishing gear for a truly authentic experience.

The game is currently available for PlayStation(R)2 computer entertainment system, Xbox(R) video game system from Microsoft, and Nintendo GameCube(R) for the suggested retail price of \$29.99. The game has been rated "T" for Teen by the ESRB.

About Cabela's

Cabela's(R) (www.Cabelas.com) is the nation's largest direct marketer and a leading specialty retailer of hunting, fishing, camping and related outdoor merchandise. Since its founding in 1961, Cabela's has become one of the most well-known outdoor recreation brands in the United States and has long been recognized as the World's Foremost Outfitter(R). Cabela's operates as an integrated multi-channel retailer, offering customers a seamless shopping experience through its catalogs, website and destination retail stores. Cabela's also issues the Cabela's Club(R) VISA credit card through which it offers a related customer loyalty rewards program as a vehicle for strengthening its customer relationships.

About Activision, Inc.

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$1.4 billion for the fiscal year ended March 31, 2005.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain and the Netherlands. More information about Activision and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

The statements made in this press release that are not historical facts are "forward-looking statements." These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties. The Company cautions readers of this press release that a number of important factors could cause Activision's actual future results to differ materially from those expressed in any such forward-looking statements. Such factors include, without limitation, product delays, retail acceptance of our products, industry competition, rapid changes in technology and industry standards, protection of proprietary rights, maintenance of relationships with key personnel, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities. These important factors and other factors that potentially could affect the Company's financial results are described in our filings with the Securities and Exchange Commission, including the Company's most recent Annual report on Form 10-K and Quarterly Report on Form 10-Q. Readers of this press release are referred to such filings. The Company may change its intention, belief or expectation, at any time and without notice, based upon any changes in such factors, in the Company's assumptions or otherwise. The Company undertakes no obligation to release publicly any revisions to any forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

SOURCE: Activision, Inc.

Cohn & Wolfe
Courtney Lawson, 310-967-2960
Courtney_Lawson@cohnwolfe.com

Copyright Business Wire 2005

News Provided by COMTEX