



Activision's Cabela's® Big Game Hunter: Hunting Party and Cabela's Adventure Camp Are Available in Stores Tomorrow

The Cabela's Franchise Introduces Two New Motion-Based Family Games in Time for the Holidays

MINNEAPOLIS, Oct. 31, 2011 /PRNewswire/ -- Activision Publishing, Inc., a wholly-owned subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI) creates an exciting suite of family fun with two new motion gaming titles for the entire household as **Cabela's Big Game Hunter: Hunting Party** and **Cabela's Adventure Camp** releases in stores tomorrow.

Packaged with the first-of-its-kind Top Shot Sport™ controller, **Cabela's Big Game Hunter: Hunting Party** has been developed exclusively for Xbox 360® and the Kinect™ for Xbox 360 video game and entertainment system from Microsoft. **Cabela's Adventure Camp**, a stimulating title for people of all ages, is available for Kinect for Xbox 360, the PlayStation®Move for the PlayStation®3 computer entertainment system, and Wii™ system from Nintendo.

"Both *Cabela's Adventure Camp* and *Cabela's Big Game Hunter: Hunting Party* give families a new way to play together on Kinect for Xbox 360, PlayStation®Move and Wii," said Pat Kelly, Senior Vice President of Studios at Activision Publishing. "We're also proud to bring the Top Shot Sport peripheral to the Kinect, as an industry leading concept, designed to help gamers fully experience and enjoy *Cabela's Big Game Hunter: Hunting Party*."

Cabela's Big Game Hunter: Hunting Party is a unique arcade-style hunting game composed of a series of shooting galleries where both the player and the Top Shot Sport are the controller. The game tracks total body movement as players shoot, dodge and duck their way through a variety of obstacles while grabbing power-ups. Gamers will also explore a variety of environments as they battle with some of the world's most dangerous animals. The immersive gameplay also provides competitive entertainment for up to four friends in hot seat multiplayer.

Cabela's Adventure Camp includes motion-based outdoor activities that send players straight to summer camp, regardless of the season! With Kinect for Xbox 360, PlayStation®Move and Wii support, players will lose themselves in summer time activities such as: Thrill Hill Biking, Wild River Kayaking, Full Throttle Wave Riding and more. Adding side-splitting high jinks to the mix, interactive grieving allows idle players to join in on the fun by knocking down trees and rocks. The brisk gameplay and fantastic variety keep everyone animated, excited and having a good time!

Cabela's Big Game Hunter: Hunting Party and *Cabela's Adventure Camp* will be available November 1, 2011. *Cabela's Big Game Hunter: Hunting Party* is bundled with the Top Shot Sport peripheral for \$69.99. *Cabela's Adventure Camp* is \$39.99 for Xbox 360 and PlayStation 3 and \$29.99 for Wii. *Cabela's Big Game Hunter: Hunting Party* is rated T for Teen and *Cabela's Adventure Camp* is rated E for Everyone by the ESRB. For more information, go to activisionhunts.com and please follow on Twitter @ActivisionHunts and Facebook - at Facebook.com/ActivisionHunts.

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.

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