



Cabela's(R) Big Game Hunter Sets Its Sights on Retail Stores Nationwide

MINNEAPOLIS, Nov 08, 2007 (BUSINESS WIRE) -- The hunting adventure of a lifetime awaits in Cabela's(R) Big Game Hunter from Activision, Inc. (NASDAQ:ATVI). In the latest installment of the world's #1 hunting game series, which begins shipping to retail today, players are transported to the most prestigious hunting locations across the world in pursuit of 24 exotic big game species to put their hunting skills and survival instincts to the ultimate test.

"We are thrilled to deliver the next chapter in the Cabela's series and allow players to use real-life hunting strategies in beautiful international environments," said David Oxford, Activision, Inc. "Easily the most immersive hunting experience we have created to date, the game boasts a huge variety of species to hunt, some of which will attack when threatened, bringing the realism and intensity to a whole new level."

Cabela's Big Game Hunter lets players embark on a heart-pounding journey across the globe to hunt some of the most sought-after and exotic big game trophy animals in existence, including elk, moose, caribou, kudu, red stag, grizzly bear, and more. Along the way, hunting guides will help players hone their skills and improve their techniques as they track their targets in such diverse locations as British Columbia, the western United States, New Zealand, Africa, and Argentina. Cabela's Big Game Hunter offers a realistic yet fun-filled experience, featuring authentic weapons and equipment, unlockable missions, and visceral excitement to engage hunting fans of all ages.

Cabela's Big Game Hunter, which is published by Activision Minneapolis, is available now on the Xbox 360(R) video game and entertainment system from Microsoft for a suggested retail price of \$39.99 and the PlayStation(R)2 computer entertainment system for \$29.99. The game will also be available on the Wii(TM) home video game system for \$39.99 on November 14, 2007. The game is rated "T" (Teen) by the ESRB.

About Cabela's Incorporated

Cabela's Incorporated, headquartered in Sidney, Nebraska, is the world's largest direct marketer, and a leading specialty retailer, 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(R). Through Cabela's well-established direct business and its growing number of destination retail stores, 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.

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 \$1.5 billion for the fiscal year ended March 31, 2007.

Activision 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 World Wide Web site, which is located at www.activision.com.

Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves Activision'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. In this release they are identified by references to dates after the date of this release and words such as "will," "will be," "remains," "to be," "plans," "believes," "may," "expects," "intends," and similar expressions. These risks and uncertainties include, but are not limited to, sales of Activision's titles, shifts in consumer spending trends, the seasonal and cyclical nature of the interactive game market, Activision'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'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, maintenance of relationships with key personnel, customers, vendors and third-party developers, international economic and political conditions, integration of recently acquired subsidiaries and identification of suitable future acquisition opportunities, limitations on our ability to issue stock and options and foreign exchange rate changes. Other factors that could cause Activision's actual future results to differ materially from those expressed in the forward-looking statements set forth in this

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