



## Activision Takes Aim with the Release of Cabela's(R) Dangerous Hunts 2(TM)

MINNEAPOLIS, Nov 15, 2005 (BUSINESS WIRE) -- In Cabela's(R) Dangerous Hunts 2(TM), the newest installment to the best-selling Cabela's(R) video game franchise available now from Activision, Inc. (Nasdaq: ATVI), players encounter the world's most dangerous animals and experience the true call of the wild. Expert guides lead players through some of the world's most exotic hunting locales in search of prized predators, but the hunters become the hunted and players must use their skills and survival instincts to make it back to the lodge alive!

Cabela's Dangerous Hunts 2 is currently available for the PlayStation(R)2 computer entertainment system, Xbox(R) video game system from Microsoft, and Nintendo GameCube(TM) for the suggested retail price of \$29.99, and PC CD-ROM for the suggested retail price of \$19.99. The game has been rated "T" for Teen by the ESRB.

"In Dangerous Hunts 2 the missions are based on authentic stories of actual encounters with dangerous animals in the wild," said Dave Oxford, General Manager, Activision, Inc. "The result is an adrenaline pumping experience that will challenge even the most seasoned outdoorsman."

Cabela's Dangerous Hunts 2 features 20 ferocious animals in 12 exotic locations across the globe from Russia to Argentina, enabling vicious hand-to-claw combat where players must defend, attack or escape by any means possible. Three game play mechanics, including up-close and personal hand-fighting, influence players' gameplay advantages over savage animals.

### About Cabela's

Cabela's(R) ([www.Cabelas.com](http://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](http://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 for Activision  
Courtney Lawson, 310-967-2960

Courtney\_Lawson@cohnwolfe.com

Copyright Business Wire 2005

News Provided by COMTEX