



Activision's Cabela's Big Game Hunter 2012 in Stores Today

The World's Greatest Hunting Franchise is Back and More Fun than Ever!

MINNEAPOLIS, Sept. 27, 2011 /PRNewswire/ -- Activision Publishing, Inc.'s (Nasdaq: ATVI) **Cabela's Big Game Hunter 2012** is available now and packed with global adventure. Featuring a large expanse of diverse terrain, plenty of great gear and the wildest animals yet, the game will sink its teeth into players and never let go! **Cabela's Big Game Hunter 2012** is available with the popular Top Shot Elite peripheral to deliver gamers a more realistic experience.

"Activision and Cabela's have come together again to bring players the finest virtual hunting experience," said David Oxford, Executive Vice President of Activision Publishing. "We hope hunting and gaming fans alike will enjoy the finer details we put into the game like realistic animal behaviors and the unprecedented choices in direction never before seen in a Cabela's hunting game."

Cabela's Big Game Hunter 2012 includes more choice than ever as player's decisions affect every hunt as they choose their path, exploring all kinds of different environments. For example, players can climb an area to get a better angle for the shot or take a low elevation route with poor visibility but plenty of concealment. The innovation doesn't end there though as the game ups the ante with the most realistic animals ever seen in the Cabela's series. Every animal's unique movement gives clues on what they will do next. It's like they can see, hear and smell you.

Cabela's Big Game Hunter 2012 offers some of the coolest hunting rifles and shotguns available. Players always have access to the right gear as they purchase upgrades, producing visible strengths and weaknesses for each situation. Having the best stuff is only part of the equation though as players will have to master advanced shooting techniques such as accounting for wind direction and bullet drop.

Cabela's Big Game Hunter 2012 is out now on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Wii™ from Nintendo. The game is available either bundled with the innovative Top Shot Elite wireless controller on Xbox 360 and PS3 and a peripheral on Wii, or it can also be purchased separately. This game is rated T for Teen by the ESRB. For more information please visit ActivisionHunts.com and follow on Twitter and Facebook - @ActivisionHunts - [Facebook.com/ActivisionHunts](https://www.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. Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, South Korea, China and the region of Taiwan. More information about Activision and its products can be found on the company's website, www.activision.com.

This product is manufactured under license from Microsoft Corporation. Microsoft, Kinect, Xbox, Xbox LIVE, Xbox 360, and the Xbox logos are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Wii is a trademark of Nintendo.

For Information, Contact:

Aaron Palacios
Sandbox Strategies
415-673-3455

aaron@sandboxstrat.com

SOURCE Activision Publishing, Inc.

News Provided by Acquire Media