



## **UBISOFT® TAKES ON THE WEST COAST WITH NEW VANCOUVER-BASED STUDIO**

*Acquires Action Pants Inc.*

**Paris, France – February 3, 2009** – Today Ubisoft announced it will be expanding its studio operations to Vancouver, BC, Canada through the acquisition of video game developer Action Pants Inc. This marks Ubisoft's first in-house development studio on the North American West Coast.

Established in 2006 by industry veterans Simon Andrews, Nik Palmer and Omar Al-Khafaji, Action Pants Inc. currently employs more than 110 video game developers. Based in the trendy Yaletown area, the studio was ranked as one of the province's Top 50 employers in 2008 and 2009, and among BC Business magazine's "Best Companies to work for in BC in 2007." 2009 will see the release of the studio's first title, a sports game developed exclusively for Wii™. This new intellectual property will expand upon Ubisoft's recent success in the sports genre with the *Shaun White Snowboarding* franchise.

*"We have been looking closely at Vancouver for some time, as we wished to set up a presence in what is one of the industry's biggest talent pools,"* said Christine Burgess-Quemard, executive director of worldwide production studios at Ubisoft. *"The creative talent at Action Pants made the decision an easy one, and we are delighted to both establish ourselves in the region as well as welcome a fantastic group of experienced developers who can start exchanging with our other teams worldwide."*

*"We are very excited about this opportunity, and how it will benefit our studio" stated Simon Andrews, co-founder and executive partner of Action Pants Inc. "Action Pants and Ubisoft share very similar values and we are confident that this synergy will provide all of our staff with new and exciting opportunities, as well as resources that will benefit all of our future products".*

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**About Ubisoft**

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has teams in 28 countries and distributes games in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2007-08 fiscal year, Ubisoft generated sales of 928 million euros. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

**About Action Pants Inc.**

Action Pants Inc was founded by industry veterans determined to create a studio with a common vision, instill a sense of community and create software that recognizes gameplay as king. Located in Vancouver, BC, the award-winning studio is populated with a diverse team of inspired minds and exceptional talent creating original intellectual properties. For more information, please visit [www.actionpantsinc.com](http://www.actionpantsinc.com)

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