



Ubisoft® positions itself in the multiplayer segment by acquiring Nadeo, creator of the cult TrackMania® game

Paris, France – October 05, 2009. Today, Ubisoft announced the acquisition of the development studio Nadeo, creator of *TrackMania*, the cult multiplayer car racing video game.

Set up in 2000 in Paris and comprising a highly talented team of developers, the Nadeo studio has won acclaim for the quality of its multiplayer technology which offers one of the best available on-line game experiences and has already notched up 10 million registered players. Its flagship game – *TrackMania* – has 700,000 unique players a month and is a pioneer in the sharing of creations (almost 15 million custom tracks created since 2008). It is also the first eSport franchise for racing games.

"The acquisition of Nadeo is an important step in our expansion within the on-line gaming sector", said Yves Guillemot, Chief Executive Officer of Ubisoft. *"Through Nadeo, Ubisoft will gain an expert team, one of the best on-line technologies around as well as a flagship multiplayer game that enjoys an unrivalled reputation among a loyal and committed community. We are excited about the idea of introducing TrackMania to an ever-wider audience and sharing the expertise of Nadeo's teams with our Group's other developers".*

"Joining Ubisoft is a huge opportunity for us to develop and innovate and take Nadeo to new horizons", said Florent Castelnérac, Chief Executive Officer of Nadeo. *"Nadeo's team was keen for this acquisition to happen. Like players in a community, we see ourselves as being a complementary fit with Ubisoft and believe that we can share and quickly move ahead together".*

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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 is present in 28 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2008-09 fiscal year Ubisoft generated sales of €1,058 million. To learn more, please visit www.ubisoftgroup.com.

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