



Ubisoft® reports final sales figures for the first quarter 2010-11

- **Sales for the first quarter at €161 million.**

Paris, 22 July 2010 – Today, Ubisoft reported its final sales figures for the fiscal first quarter ending June 30, 2010.

Sales

Sales for the first quarter totaled €161 million, up 94%, or up 81% at constant exchange rates, compared with the €83 million recorded for the first quarter 2009-10.

As announced on July 12th, sales for the first-quarter of 2010-11 exceeded the guidance (of approximately €145 million) announced at the time of the 2009-10 full-year earnings communication. This is due to:

- the solid performance of Splinter Cell Conviction™, which sold in 1.9 million units,
- a good performance by back-catalog and casual titles, spurred by the sustained sales of Just Dance®, as well as Assassin's Creed® 2 and Avatar,
- a favorable exchange rate impact.

Outlook

Second quarter 2010-11 sales targets

The second quarter will be highlighted by the releases of:

- H.A.W.X.® 2 for Xbox 360®, Playstation® 3 and PC
- R.U.S.E.™ for Xbox 360®, Playstation® 3, MOVE and PC
- Racquet Sports for MOVE

As announced on July 12th, sales for the second quarter of 2010-11 are expected to come in at around €83 million, in-line with the second quarter of 2009-10.

Full-year 2010-11

Ubisoft confirms its previous forecast for the full year 2010-11 of an expected return to profitable growth and positive cash flow from operating activities.

Recent highlights

Market share: In the first six months of calendar 2010, Ubisoft was the number 4 independent publisher in the United States with 6.0% market share (compared with number 4 and 4.8% one year earlier); number 2 in Europe with 9.5% market share (compared with number 3 and 8.0%); number 2 in France with 9.3% market share (compared with number 3 and 7.7%); number 2 in the United Kingdom with 11.0% market share (compared with number 3 and 8.3%); and number 2 in Germany with 9.2% market share (compared with number 3 and 7.8% market share).

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Disclaimer

This statement may contain estimated financial data, information on future projects and transactions and future business results/performance. Such forward-looking data are provided for estimation purposes only. They are subject to market risks and uncertainties and may vary significantly compared with the actual results that will be published. The estimated financial data have been presented to the Board of Directors and have not been audited by the Statutory Auditors. (Additional information is specified in the most recent Ubisoft Registration Document filed on June 30, 2010 with the French Financial Markets Authority (*l'Autorité des marchés financiers*)).

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 offices in 26 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 2009-10 fiscal year Ubisoft generated sales of € 871 million. To learn more, please visit: www.ubisoftgroup.com.

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APPENDICES

Breakdown of sales by geographic region

	% Sales	% Sales	% Sales	% sales
	Q1 2010/11	Q1 2009/10	3 months 2010/11	3 months 2009/10
Europe	39%	48%	39%	48%
North America	52%	35%	52%	35%
Rest of world	9%	18%	9%	18%
TOTAL	100%	100%	100%	100%

Breakdown of sales by platform

	Q1 2010/11	Q1 2009/10	3 months 2010/11	3 months 2009/10
Nintendo DS™	6%	26%	6%	26%
PC	7%	20%	7%	20%
PlayStation®2	0%	1%	0%	1%
PLAYSTATION®3	17%	13%	17%	13%
PSP™	5%	4%	5%	4%
Wii™	20%	20%	20%	20%
XBOX 360™	45%	16%	45%	16%
Autres	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%

Breakdown of sales by business line

	Q1 2010/11	Q1 2009/10	3 months 2010/11	3 months 2009/10
Development	97%	77%	97%	77%
Publishing	2%	19%	2%	19%
Distribution	1%	4%	1%	4%
TOTAL	100%	100%	100%	100%

Title Release Schedule

Second Quarter (July – September 2010)

ASSASSIN'S CREED® II (EMEA)	MAC
ASSASSIN'S CREED® II GAME OF THE YEAR EDITION (EMEA)	Xbox 360™, PLAYSTATION®3
GALAXY RACERS™ (US)	Nintendo DS™
GOLD'S GYM DANCE WORKOUT	Wii™
IMAGINE®: RESORT OWNER (EMEA)	Nintendo DS™
MASTER ALL CLASSICS	PSN
PUZZLER™ COLLECTION (UK)	Nintendo DS™
R.U.S.E.™	Xbox 360™, PLAYSTATION®3, MOVE, PC
RACQUET SPORTS	PLAYSTATION®3 MOVE
RAVING RABBIDS™ PARTY COLLECTION	Wii™
SCOTT PILGRIM VS. THE WORLD™: THE GAME	PSN, XBLA
SILENT HUNTER®	iPad
SPORTS COLLECTION	Nintendo DS™
TOM CLANCY'S H.A.W.X.® 2	Xbox 360™, PLAYSTATION®3, PC
TOM CLANCY'S SPLINTER CELL CONVICTION™	MAC