



## **UBISOFT®'S JUST DANCE® 2 VIDEO GAME SELLS THROUGH MORE THAN FIVE MILLION UNITS WORLDWIDE**

**Paris, France – January 11, 2011** – Today, Ubisoft announced that Just Dance 2 has sold through more than five million units for the Wii™ system from Nintendo, according to internal estimates. Launched October 12, 2010 in North America and October 14, 2010 in Europe, Middle East and Asia, Just Dance 2 has held a prime spot in the top ten video game sales charts in both the U.S. (NPD) and Europe (GfK Chart Track). Additionally, since the launch of the first Just Dance® in November 2009, the brand has spent 45 weeks in the U.K. top ten and in the top fifteen list in France for the last 42 weeks, according to GfK Chart Track.

Ubisoft's Just Dance franchise, exclusively on Wii™, features several titles including Just Dance, Just Dance 2 and Just Dance® Kids. To date, the combined franchise has sold more than an estimated ten million units worldwide, and the Just Dance brand was the third biggest franchise worldwide in 2010.

"The Just Dance franchise has revitalized the video game music category with consumers worldwide joining the dance movement. Players of all ages are enjoying the social and physical benefits of playing Just Dance 2 as it's truly a game that is accessible and enjoyable for everyone," said Geoffroy Sardin, chief EMEA sales and marketing officer at Ubisoft.

"The strong performance of Just Dance 2 is a perfect example of the potential that can be achieved by an independent publisher like Ubisoft in delivering irresistible content for the Wii system," said Nintendo of America President Reggie Fils-Aime.

Just Dance 2 encourages up to four players (and up to eight players via the dance battle mode) to mirror the dance choreography featured in the game for more than 40 dance tracks across a wide range of musical genres, including pop, R&B, disco, funk, rock, world music and more. Just Dance 2 game owners can download additional songs to dance to in the game via Nintendo's Wii™ Shop Channel on the Wii™ system, including Katy Perry's blockbuster hit song "Firework" for free. For the latest information on Just Dance 2, please "like" the game's page on the Facebook® platform:

<http://www.facebook.com/justdancegame>.

#### **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 euros. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

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