



2013, THE YEAR OF THE RABBIDS®!

Rabbids To Invade Television Through Major Partnership Between Ubisoft® And France Televisions

Paris, France – October 6, 2011 – Today Ubisoft® and France Televisions announce that they will partner to produce a television series based on Ubisoft's world-renowned Rabbids® brand and targeted to the youth audience. France Television will support the production by Ubisoft of 78 seven-minute episodes in full CGI. The Rabbids will attack morning television worldwide in spring 2013.

Impatient, hyperactive and completely out of control, the Rabbids were created by Ubisoft's French studios in 2006, and have already conquered fans around the world with over 10 million video games sold and 41 million fans on YouTube. Ubisoft Motion Pictures, the division of Ubisoft created in March 2011 to widen the audience for the company's successful brands by bringing them to film, television and web series, will oversee the creation and production of the television show. The Ubisoft Motion Pictures team will work directly with Ubisoft's French studios on the conception of the series as a guarantee of the authenticity of the brand quality to ensure that the Rabbids on television are every bit as hilarious, unexpected and ridiculous as the Rabbids that fans already know and love.

"We are delighted to join forces with Ubisoft to coproduce the first Rabbids animated series. The Rabbids are already stars of gaming, kids and adults of all ages enjoy them all round the world," said Julien Borde, head of children and youth programs at France Televisions. "In their tv show, the Raving Rabbids will offer to Ludo viewers on France 3 their unique and refreshing vision of planet earth. It's a great honor for France Televisions to be the home of the wackiest heroes of gaming and to welcome the Rabbids into our family of animated icons."

“France Télévisions has shown a consistent flair for backing quality children’s programming and we are pleased to have found in them the perfect partner to help us create a series that the Rabbids deserve,” said Jean-Julien Baronnet, chief executive officer of Ubisoft Motion Pictures. “This partnership will allow Ubisoft to bring its unique creative vision to new audiences via a daily television show. The Rabbids, with their silly, insane and hilarious personalities are just the right characters for this television adventure.”

DVDs and Video on Demand (VOD) of the series in France and French-speaking territories of Europe will be handled by France Télévisions Distribution.

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 2010-11 fiscal year Ubisoft generated sales of € 1.039 billion. To learn more, please visit www.ubisoftgroup.com.

About Ubisoft Motion Pictures

Ubisoft Motion Pictures was formed by Ubisoft in 2011. The division is staffed by veteran film industry executives and is dedicated to bringing Ubisoft’s most popular brands to film, television and web series. The small team is based at Ubisoft’s Paris headquarters and is responsible for maintaining brand integrity through close collaboration with Ubisoft’s creative studios while minimizing risk by pre-financing projects.

About France Télévisions

France Télévisions is the first commissioner of animation in Europe with more than 12 animated series and 5 animated movies produced every year with french independant studios. The french public broadcaster offers 3800 hours of children and youth programs on France 3, France 4, France 5 and France O on air and on line. Preschoolers, Kids, Tweens and their families find a wide variety of animated shows going from classic, Little Prince, Noddy, Garfield, Marsupilami, Les Dalton to new universes like Wakfu the first series based on an MMORPG, or new comers like Grabouillon, The owl, Lulu Zipadoo. The children and youth team is focussing its researches on comedies for all ages, hybrid formats mixing animation, live action and edutainment content.

About France Télévisions Distribution

Generating success, France Télévisions Distribution works with producers and licensors to maximise the revenue of their programmes across all media platforms, including digital. France Télévisions Distribution proposes a global strategy which covers licensing, video and video on demand, the publication of magazines and books, games and music, and the creation of events as well as the distribution and co-production of audiovisual programmes worldwide. France Télévisions Distribution: rights distributor, brand manager

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Investor Relations

Jean-Benoît Roquette

Head of Investor Relations

+ 33 1 48 18 52 39

Jean-benoit.roquette@ubisoft.com