



UBISOFT® ANNOUNCES DEAL WITH NICKELODEON FOR RAVING RABBIDS® TV SERIES

**Based on the Popular and Hilarious Video Game and
Viral Videos, The Series Will Premiere on
Nickelodeon Channels Worldwide in 2013**

Paris, France – October 6, 2011 – Today, Ubisoft® announced a licensing agreement with Nickelodeon to bring a new television series based on Ubisoft's world-renowned Rabbids® brand to audiences around the world. As part of the deal, Nickelodeon has secured global broadcast rights (excluding France) for 78 seven-minute, full CG episodes to be produced by Ubisoft, which Nickelodeon will package and air as 26 half-hour episodes across its channels worldwide (excluding France) beginning in 2013.

Created by Ubisoft's French studios in 2006, the wacky, zany Rabbids have won admirers around the globe with their hilarious and silly video games and viral videos that have attracted more than 41 million fans on YouTube. Ubisoft Motion Pictures will work with Ubisoft's French studios to create a television series every bit as hilarious, unexpected and preposterous as the Rabbids games that fans already know and love.

"Nickelodeon is one of the world's leading entertainment brands for children and families, and Ubisoft is thrilled to be partnering with Nickelodeon to deliver unique television programming to its viewers," said Jean-Julien Baronnet, chief executive officer of Ubisoft Motion Pictures. "As the world's most recognized entertainment brand for children and families, Nickelodeon is the perfect vehicle to share the zany Rabbids characters and their crazy adventures with television audiences around the globe. This partnership represents a major milestone in Ubisoft's strategy to expand its brands to new media, thereby attracting new audiences to its games."

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 Nickelodeon International

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's rich and varied programming includes everything from live action comedies like *iCarly*, *Big Time Rush* and *VicTORIous*, to global animation hits such as *SpongeBob SquarePants* and *The Penguins of Madagascar*, to innovative curriculum-based preschool properties like *Dora the Explorer* and *Team Umizoomi*. Nickelodeon's brands are seen globally in more than 500 million households in 112 countries via 47 locally programmed channels and syndication.

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