



UBISOFT® ACQUIRES REDLYNX, CREATOR OF POPULAR DIGITAL BRAND "TRIALS"

Paris, France – November 02, 2011 – Today, Ubisoft announced that it has acquired RedLynx, the Finland-based creator of the renowned digital brand "Trials".

Founded in 2000, RedLynx is a pioneer in digital games, developing more than 100 high-quality titles for a wide range of digital distribution channels, including PC, consoles, mobile phones, tablets and interactive TV. After initial success on PC and wide acclaim for its highly realistic, physics-based game mechanics, Trials, RedLynx's flagship brand, has now become one of the best-selling games ever on Xbox™ LIVE Arcade, with over two million paid downloads across the main game and both DLCs. Trials Evolution, the next title in the franchise, will be released in the coming months. The recent DrawRace 2 for the iPhone and iPad was lauded by both press and gamers for its innovative physics-based touch-controls and asynchronous multiplayer gameplay. Upon its release, DrawRace2 became the best-selling racing game in both Europe and the United States.

Commenting on the acquisition, Yves Guillemot, chief executive officer at Ubisoft, stated: "The team at RedLynx has developed exceptionally strong digital brands that stand out for their high replay value, their long tail sales and their multiplatform positioning. We are delighted to welcome RedLynx to the Ubisoft family. Their expertise in asynchronous online games and physics-based game mechanics provides us with a great opportunity to bring their powerful brands, most notably Trials, to an even broader range of fast-growing digital platforms."

"We were attracted by Ubisoft's focus on creativity and quality, and the fact that they base their long-term strategy on both the traditional and digital distribution video game markets. The reality of today's market is not about platforms, it's about creating excellent gaming experiences that consumers can play on any device or screen they like." stated Tero Virtala, chief executive officer of RedLynx. "As part of the Ubisoft team, RedLynx will be able to focus even more intently on creating stand-out, excellent brands that push the boundaries of online gaming in many new growth areas. With Ubisoft, a wider audience will get the chance to enjoy

our games, we'll generate more value for our brands, and also leverage our experience more broadly in digital distribution channels."

Following the acquisitions of Massive Entertainment, Nadeo, Quazal and Owlent, RedLynx represents the continuation of Ubisoft's focus on strengthening its online expertise and infrastructure in order to expand its portfolio and use of new online business models. The success of The Smurfs & Co social game on Facebook, the upcoming launch of the AAA project Tom Clancy's Ghost Recon Online in open beta, the enthusiasm of the TrackMania community, the success of The Settlers Online in Germany and the Uplay online services platform are the most recent implementations of this digital strategy.

Previous Ubisoft acquisitions in the online segment:

- November 2008: acquisition of Massive Entertainment, renowned for their specialty in creating multiplayer games. Massive is collaborating on or responsible for the development of several ambitious unannounced projects.
- October 2009: acquisition of Nadeo, creator of cult hit multiplayer driving game, TrackMania. TrackMania 2 Canyon and ManiaPlanet has been recently released.
- November 2010: acquisition of Quazal, a leader in the creation of online technical solutions. Assassin's Creed implements Quazal technology for its multiplayer mode, which received the Game Critics Award for "*Best Online Game*" at E3 2010.
- July 2011: acquisition of free-to-play game developer Owlent. The team at Owlent has extensive expertise in the management of online game-playing communities, and their Howrse brand has almost two million monthly active users.

Contact

Financial Communication

Jean-Benoît Roquette

Head of Financial Communication

+ 33 1 48 18 52 39

Jean-benoit.roquette@ubisoft.com

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.