



WATCH DOGS™ SETS UBISOFT® RECORD FOR FIRST DAY SALES

PARIS, FRANCE – May 28, 2014 - Today, Ubisoft announced that Watch Dogs sold through more copies in its first 24 hours of availability than any previous title in the company's history*.

Players were understandably eager to get their hands on Watch Dogs, one of the most anticipated and critically-acclaimed titles of 2014. Reviews praised Watch Dogs' hacking gameplay, breadth of content, seamless nature and the depth of the open-world experience. Notable reviews included the following:

- *"Original and compelling gameplay, intelligent level design and immersion guaranteed."* ² – Jeuxvideo.com, 18 out of 20
- *"It's huge, diverse and intricately detailed."* ³ – IGN, 8.4 out of 10
- *"Watch Dogs was so well received at E3 2012 not for its looks, but what it promised: a truly new way to play open-world games in which the concept of agency extends beyond choosing where to go and what to do next. And whether you're on foot, behind the wheel or in combat, Watch Dogs delivers on that promise."* ¹ – Edge, 8 out of 10
- *"Impressive."* ⁴ – The Escapist, 9 out of 10

Ubisoft's co-founder and CEO Yves Guillemot weighed in on Watch Dogs' early success, saying, "Watch Dogs is an amazing achievement and our teams should be proud that the creativity, innovation and long hours they invested in making this game are paying off. It's great to see so many players enjoying the game, and it shows that Watch Dogs has cracked the code for developing a new blockbuster IP and a thoroughly new-gen experience."

Watch Dogs is set in Chicago and lets players become Aiden Pearce, a brilliant hacker seeking justice following a violent family tragedy. Pearce hacks into Chicago's Central Operating System (ctOS), which controls the city's infrastructure (security cameras, traffic lights, public transportation and more) as well as key data on the city's residents. The game uses the all-new Disrupt game engine to deliver stunning visuals and an incredibly immersive world.

For more information about Watch Dogs, please visit [the official website](#), [Facebook page](#) and [Twitter account](#)

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About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman and Far Cry. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2013-14 fiscal year Ubisoft generated sales of €1,007 million. To learn more, please visit www.ubisoftgroup.com.

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* based upon internal estimates for Ubisoft's Watch Dogs worldwide sales data for all platforms as of May 28, 2014

¹<http://www.edge-online.com/review/watch-dogs-review/>

²<http://www.jeuxvideo.com/articles/0001/00019630-watch-dogs-test.htm#infos> « Gameplay original et convaincant, level design intelligent et immersion garantie. »

³<http://www.ign.com/articles/2014/05/27/watch-dogs-review>

⁴http://www.escapistmagazine.com/articles/view/video-games/editorials/reviews/11504-Watch-Dogs-Review-No-Hack-Job?utm_source=rss&utm_medium=rss&utm_campaign=articles