



## **ALL EYES ON WATCH DOGS™: NEW INDUSTRY SALES RECORD FOR LAUNCH OF A NEW IP**

*Most successful launch title ever for Ubisoft® following phenomenal first week sales*

**PARIS – June 3, 2014** - Today, Ubisoft® announced ongoing record sales for Watch Dogs, which has sold-through more than 4 million copies in its first week, positioning it as the best-selling new IP at launch across the video game industry\*. Having already broken sales records in the first 24 hours following its release, Watch Dogs is now the company's best-selling game ever in week one\*\*.

"With such strong sales momentum and positive feedback from gamers, Watch Dogs has positioned itself as the must-have game of the moment" said Tony Key, senior vice president of sales and marketing, Ubisoft. "We're really proud of this achievement, and are confident that the Watch Dogs brand has a promising future."

The launch of Watch Dogs on consoles and PC was accompanied by the release of a free companion app, ctOS Mobile. The app allows gamers to connect with the Watch Dogs universe from anywhere, at any time, and is designed to enable revolutionary dual-screen gameplay, or even to be enjoyed as a standalone experience without the main game. ctOS Mobile has already been downloaded and played by more than one million people\*\*. Watch Dogs will also be released on the Wii U™ system from Nintendo in Fall 2014.

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](http://www.ubisoftgroup.com).

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\*based on NPD and GFK data and internal estimates as of June 3, 2014

\*\* based upon internal estimates for Ubisoft's Watch Dogs worldwide sales data for all platforms as of June 3, 2014