



UBISOFT®'S E3 SHOWING RECOGNIZED BY CRITICS AND MEDIA

Paris, FRANCE – JULY 09, 2010 – Today Ubisoft announced that its stellar line-up, showcased in June at the Electronic Entertainment Expo (E3) in Los Angeles received multiple awards in diverse categories. Ubisoft garnered the attention of media as well as the public and notably was named “Best Publisher” by Eurogamer. Highlights of Ubisoft’s E3 showing were:

- Ubisoft’s core titles were among the most anticipated of the show with Assassin's Creed® Brotherhood and Ghost Recon Future Soldier receiving numerous nods and Assassin’s Creed Brotherhood ranking first in a study of consumer purchase intent by Electronic Entertainment Design and Research (EEDAR)/Gamer Metrics.
- Ubisoft again showed its leadership on new technologies with the quality of Your Shape™: Fitness Evolved for Kinect™ making a noted impact on participants thanks to Ubisoft’s patented Player Projection technology.
- Ubisoft reinforced its leader position in the casual segment, announcing Just Dance® 2 and revealing Michael Jackson: The Experience, a major announcement which garnered massive interest from mainstream media outlets.
- Setting itself out as one of the most creative developers in the industry, Ubisoft was praised for innovative projects such as Child of Eden, Project Dust and ManiaPlanet.

“It is a real satisfaction for the immense creative efforts of our development teams to have been recognized by critics and gamers,” said Yves Guillemot, chief executive officer at Ubisoft. “This year’s E3 was a stellar opportunity for Ubisoft to create excitement with our consumers about our upcoming line-up.”

Awards for Ubisoft's line-up following E3 2010 :

Assassin's Creed® Brotherhood

Number 1 ranking in study of consumer purchase intent by Electronic Entertainment Design and Research (EEDAR)/Gamer Metrics, June 2010

Best Action Game - IGN

Best Sequel - Game Chronicles

Reason to Live - GamesRadar

Best Multiplayer Game - GameInformer

Yahoo! Best of E3 2010 - Yahoo! Games

Best Trailer of E3 - Kotaku

Best Online Multiplayer - Game Critics Awards

Best of E3 - The BitBag

Tom Clancy™'s Ghost Recon Future Soldier™

Reason to Live - GamesRadar

People's Choice - Gamespot

Michael Jackson: The Experience

Best Game Announcement - Eurogamer

Your Shape™: Fitness Evolved

Best Kinect Game - OXCGN

Best of E3 - Gamepro

Mania Planet

Best Surprise - Big Download

Battle Tag™

Boldest Move Runner-up - Kotaku

Driver San Francisco

Best Gameplay Mechanic Runner-up - Kotaku

Shaun White Skateboarding

Family Friendly Seal of Approval - Family Friendly Video Game

Scott Pilgrim vs. The World: The Game

Best Downloadable Game - 1UP

Child Of Eden™

Best Motion-Control Game - IGN

Best Music/Rhythm Game - IGN

Best Visuals - VGChartz

Best Surprise - VGChartz

Best Rhythm Game - E3 Editors Choice- Gamespot

Best Motion Control Game - E3 Editors Choice- Gamespot

Game of the Show - Eurogamer

Best of E3 - Gamepro

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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 2009-10 fiscal year Ubisoft generated sales of € 871 million. To learn more, please visit: www.ubisoftgroup.com.

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