



Ubisoft reports first-quarter 2008-09 sales

- **First-quarter sales up 26% to €169 million, outstripping targets.**
- **Guidance raised for 2008-09 full-year sales.**
- **Update on the games release schedule.**

Paris, July 24, 2008 – Today, Ubisoft reported its sales for the first fiscal quarter ended June 30, 2008.

Sales

Sales for the first quarter of 2008-09 came to €169 million, up 25.8%, or 33.0% at constant exchange rates, compared with the €134 million recorded for the same period of 2007-08.

First-quarter sales for 2008-09 outstripped the initial guidance of approximately €154 million issued when Ubisoft released its sales figures for fourth-quarter 2007-08. This performance was primarily attributable to the solid showing of:

- Titles launched in 2007-08, such as Tom Clancy's Rainbow Six[®] Vegas 2, Assassin's Creed[®] and Rayman Raving Rabbids[®] 2.
- The "Games For Everyone" brands including the Petz[®], Imagine[™] and MyCoach series which represented 33% of sales versus 11% in the first quarter of 2007-08.
- Titles launched in the first quarter of 2008-09, including Assassin's Creed and Tom Clancy's Rainbow Six Vegas 2 for PC, Haze[™], and the MyWeightLossCoach game which has got off to a promising start.

Yves Guillemot, Chief Executive Officer of Ubisoft, stated: *"Ubisoft delivered a very robust showing in the first quarter of 2008-09 against a particularly dynamic market backdrop. This achievement was especially fueled by ongoing strong growth for our Games For Everyone range where we are continuing to strengthen our leadership position. We are notably very pleased to see our latest work – MyWeightLossCoach – ranked among the best sellers for the Nintendo DS. Additionally, at the E3 fair we presented one of the most ambitious games line-ups for the Christmas period, with flagship titles such as Far Cry[®] 2, Prince of Persia[®], Shaun White, Rayman Raving Rabbids 3, Brothers in Arms, Tom Clancy's End War[™] and a broad offering for the Nintendo DS and Wii consoles. As a result, Ubisoft is well poised to reap the benefits of another record year expected for the video games industry whose growth over the first six months of calendar 2008 has exceeded forecasts."*

Outlook

Sales for the second quarter of 2008-09

The second fiscal quarter will see the following main releases:

- Brothers in Arms Hell's Highway™ for the Xbox360™, PC and PLAYSTATION®3 computer entertainment system.
- SoulCalibur™ for the Xbox360™, Wii™ and PLAYSTATION®3 computer entertainment system for the European markets.
- New casual games for the Nintendo DS™ and Wii™.

Consequently, the Group expects second-quarter 2008-09 sales to come in at around €160 million, representing a 26% increase on the same period of 2007-08 and also bringing year-on-year growth for the first half of 2008-09 to 26%.

Update on the games release schedule

- Tom Clancy's Splinter Cell, whose release was previously scheduled for the fourth quarter of fiscal 2008-09, will now bolster the line-up for fiscal 2009-10.

Guidance raised for 2008-09 full-year sales

Ubisoft is raising its guidance for full-year 2008-09 sales to approximately €1.02 billion from the previously-announced €1 billion as a result of the following factors: favorable market conditions for the video games industry, the Group's solid first-quarter sales performance (particularly by the Games For Everyone range), and the positive reception given to the games presented at E3. The Group is maintaining its target for current income before stock options to represent at least 12% of sales.

Recent highlights

Market share: In the first six calendar months of 2008, Ubisoft was the number four independent publisher in the United States with 5.6% market share (compared with number 3 and 6.2% one year earlier); number 3 in Europe with 8.4% market share (compared with number 2 and 8.2%); number 3 in France with 7.5% market share (compared with number 2 and 8.0%); number 4 in the United Kingdom with 8.9% market share (compared with number 2 and 10.0%); and number 2 in Germany with 7.9% market share (compared with number 2 and 6.9%).

Acquisition of Hybride Technologies: Created over 15 years ago Hybride is based near Montreal and employs 80 team members. The studio specializes in the creation of visual effects for cinema, television and advertising and its many projects include the movies 300, Frank Miller's Sin City, and Journey to the Center of the Earth. Ubisoft and Hybride will work closely together to share technology and develop tools in order to optimize the creation of both video games and special effects, offering gamers visual experiences that rival those of the cinema. At the same time, Hybride will continue to work actively with its movie partners while also bringing its expertise to leverage Ubisoft's intellectual property in the cinema industry.

Ubisoft has opened two new studios: one in Kiev and one in Sao Paulo. The Kiev studio expects to build up a fifty-person team over the coming twelve months and staff numbers at the Sao Paulo studio are scheduled to reach 200 in the next four years.

Disclaimer

This statement may contain estimated financial data, information on future projects and transactions and future business results/performance. Such forward-looking data are provided for estimation purposes only. They are subject to market risks and uncertainties and may vary significantly compared with the actual results that will be published. The estimated financial data have been presented to the Board of Directors and have not been audited by the Statutory Auditors. (Additional information is specified in the most recent Ubisoft Registration Document filed on June 27, 2007 with the French Financial Markets Authority (*l'Autorité des marchés financiers*)).

2008 financial calendar

Release	Date
Annual General Meeting	September 22, 2008
Second-quarter 2008-09 sales	October 23, 2008

These dates are subject to change and will be confirmed at a later stage.

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 is present in 27 and has sales in 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2007-08 fiscal year Ubisoft generated sales of 928 million euros. To learn more, please visit www.ubisoftgroup.com.

Contact

Investor relations

Jean-Benoît Roquette

Head of Investor Relations

+ 33 1 48 18 52 39

Jean-benoit.roquette@ubisoft.com

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APPENDICES

Breakdown of sales by geographic region

	<u>% sales</u>	<u>% sales</u>
	<u>Q1 2008/09</u>	<u>Q1 2007/08</u>
Europe	57%	47%
North America	34%	44%
Rest of world	9%	9%
TOTAL	100%	100%

Breakdown of sales by platform

	<u>Q1 2008/09</u>	<u>Q1 2007/08</u>
Nintendo DS™	37%	16%
Game Boy Advance	0%	5%
Nintendo GameCube™	0%	1%
PC	14%	6%
PlayStation®2	3%	11%
PLAYSTATION®3	21%	19%
PSP™	4%	11%
Wii™	11%	14%
XBOX 360™	9%	17%
TOTAL	100%	100%

Breakdown of sales by business line

	<u>Q1 2008/09</u>	<u>Q1 2007/08</u>
Development	81%	74%
Publishing	14%	21%
Distribution	5%	5%
TOTAL	100%	100%

Title Release Schedule

Second Quarter (July – September 2008)

MY SECRET WORLD BY IMAGINE™	Nintendo DS™
MY SAT COACH (US)	Nintendo DS™
SILENT HUNTER®: WOLVES OF THE PACIFIC GOLD EDITION (US)	PC
QUICK YOGA TRAINING	Nintendo DS™
THE SETTLERS® II TRADITION EDITION 2008 (Some European countries)	PC
IMAGINE™ BABYSITTERS® (Europe)	Nintendo DS™
BROTHERS IN ARMS HELL'S HIGHWAY™	PLAYSTATION®3, Xbox 360™, PC
BROTHERS IN ARMS® DOUBLE TIME	Wii™
IMAGINE™ FASHION MODEL 2008 (Europe)	Nintendo DS™
PETZ FASHION DOGZ™ (Europe)	Nintendo DS™
ENER-G™ MODERN DANCER (Europe)	Nintendo DS™
IMAGINE™ TEACHER	Nintendo DS™
ARMORED CORE™ FOR ANSWER	Xbox 360™, PLAYSTATION®3
HELL'S KITCHEN™	Nintendo DS™, PC, Wii™
IMAGINE™ GIRLS BAND (Europe)	Nintendo DS™
IMAGINE™ FIGURE SKATER (Europe)	Nintendo DS™
SCHOLASTIC ANIMAL GENIUS™(Europe)	Nintendo DS™
PUZZLER™ (Some European Countries and Australia)	Nintendo DS™, PSP™, Wii™, PC
SOULCALIBUR LEGENDS (Europe)	Wii™
SOULCALIBUR IV (Europe)	PLAYSTATION®3, Xbox 360™
SPORT PARTY™ (Europe)	Wii™
CURLING (Canada)	Nintendo DS™
PETZ DOGZ 2® (Some European Countries)	Nintendo DS™
CSI SUPERPACK (US)	PC
THE PRICE IS RIGHT	Nintendo DS™, Wii™