



UBISOFT AND NBC UNIVERSAL ANNOUNCE PARTNERSHIP TO TURN GAMERS INTO 'HEROES'[®]

Ubisoft to Create Video Game Based on Hit TV Series

Paris, FRANCE – July 26, 2007 – Today Ubisoft, one of the world's largest video game publishers, announced that it has signed a licensing agreement with Universal Pictures Digital Platforms Group to develop and publish a video game based on the television drama series "Heroes[®]."

The first season of Tim Kring's hit TV series has attracted over 14 million viewers each week and is one of the most popular shows among 18-49 year-olds. *Time* magazine named "Heroes" one of the Top 10 TV shows for 2006, and the phenomenon is now broadcast in more than 30 countries across the globe.

"Heroes" is an epic drama that chronicles the lives of ordinary people across the world who discover they possess extraordinary abilities, such as telepathy, time travel and flight. They will soon come to realize that the fate of the world depends on them, and be forced to team up against someone seeking to eliminate them.

"With a gripping storyline and rich characters, Heroes lends itself naturally to a video game format," said Christian Salomon, vice president of worldwide licensing at Ubisoft. "By offering people the chance to interact directly with the show's captivating universe, there is no doubt that the game will appeal to both fans of the series and avid gamers."

"We are very excited to be making the 'Heroes' video game with Ubisoft," said Tim Kring, executive producer and creator of "Heroes." "Time and again, Ubisoft has proven they can turn licensed properties into fantastic games."

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 22 countries and sales in more than 50 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. Ubisoft generated sales of 680 million Euros for the 2006-07 fiscal year. To learn more, please visit www.ubisoftgroup.com.

About Universal Pictures Digital Platforms Group

Universal Pictures Digital Platforms Group (UPDPG) is responsible for global digital product development, production, licensing, distribution, and growth strategy for the extensive catalogue of Universal's properties across new and emerging digital platforms, including mobile, video game consoles, personal computers, and other portable devices. With a worldwide mandate to help shape the digital future of Universal Pictures, the Group has offices in Universal City, California; London, England; and Tokyo, Japan.

Universal Pictures Digital Platforms Group is a unit of Universal Studios Home Entertainment and Universal Pictures. Universal Pictures is a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

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