



UBISOFT INNOVATES TWEEN GIRL MARKET WITH NEW STYLE LAB BRAND

LOS ANGELES, CA – June 1, 2009 – Today Ubisoft revealed Style Lab™, a new video game brand created specifically for the tween girl market in North America. Building upon Ubisoft's leadership on the Nintendo DS™ system, the Style Lab games were developed specifically to take advantage of Nintendo DSi™'s camera and web functionalities. Each Style Lab game will be focused on how tweens can virtually create their own style – from designing jewelry to exploring new hairstyles, looks and more.

With the new Style Lab line, Ubisoft, the no. 1 third-party publisher for Nintendo DS, including the popular tween brand Imagine® and the best-selling Petz® games, offers 8- to 12-year-old girls a full range of games that allow them to discover their own personal styles while having fun.

"Ubisoft's goal is to continue to raise the bar in the tween games market and create the best games in the genre," comments Tony Key, senior vice president of sales and marketing in the U.S. at Ubisoft. "We believe that Style Lab is a natural evolution for tween games by offering players an opportunity to experiment with their own personal style, and using the latest technology available to us, extend the experience online and beyond."

The first two titles to be released under the Style Lab umbrella will be Style Lab Makeover and Style Lab Jewelry Designer. Both games take full advantage of the newest technology available on Nintendo DSi, including the camera, and game-to-web functionality that will allow players to extend their game experiences online and beyond. In Makeover, players use the DSi camera to take photos of themselves or their friends, and then use their own on-screen images to experiment with new hair and makeup styles. Jewelry Designer lets

tweens experiment by virtually designing their own jewelry. Players can even upload their finished jewelry designs online and purchase actual products that were designed in the game.

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 28 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 2008–09 fiscal year Ubisoft generated sales of 1.058 billion euros. To learn more, please visit www.ubisoftgroup.com.

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