



## **UBISOFT® KICKS OFF PURE FOOTBALL™ IN MAY 2010**

*Experience the Raw Sensations of the Football Field*

**SAN FRANCISCO– March 4, 2010** – Today, Ubisoft® announced **Pure Football™**, an entirely new sports brand that is being developed by Ubisoft Vancouver. The game will be available worldwide in May 2010.

**Pure Football™** is a new and unique vision of football video games, emphasizing the intense, physical and spectacular aspects of the sport. The over-the-shoulder camera and visceral audio dynamically react to the context of the match, placing the gamer in the heart of the five-a-side football action, as opposed to the feeling of watching a TV broadcast.

**Pure Football™** will include 230 elite footballers, 17 international teams, and 17 legendary players. Gamers will have the opportunity to create their own customized athlete who can progress through the campaign mode to ultimately test themselves against the world's best players in the final tournament. Up to four people can play multiplayer locally and 1vs1 matches are supported online, along with the inclusion of leaderboards that allow players to match up to one another and celebrate the pure competitive nature of football.

**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 28 countries and sales in 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. Ubisoft generated sales of €1,058 million for the 2008-09 fiscal year. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com)

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