



UBISOFT MOVES TOWARD TOP 5 RANKING AMONG INDEPENDENT VIDEO GAME PUBLISHERS

Paris, FRANCE – October 20, 2005 – Ubisoft, one of the world's largest video game publishers, continues to strengthen its position in the world's largest markets. The success of titles launched since the beginning of 2005 has allowed the company to continue to gain market share.

In the US, Ubisoft is ranked:

- **4th independent publisher for consoles for the month of September, recording a 154 percent gain and achieving market share of 4.6 percent¹**
- 6th independent publisher for consoles for the first nine months of the year¹

In other major markets, since the beginning of the year for all platforms, Ubisoft is:

- 2nd independent publisher in France² and Italy³
- 3rd independent publisher in the United Kingdom⁴ and Spain⁵
- 4th independent publisher in Germany⁶ and Canada⁷

"Ubisoft's momentum continues," said Yves Guillemot, president and CEO of Ubisoft. "With several hit games ready to release for the holiday season, we are in line with our goal of gaining market share in 2005."

The announcement of first half sales figures, which will be released Nov. 3 after the close of the Paris stock exchange, will include the complete list of this quarter's releases.

¹ Source: NPD – on consoles

² Source: GFK – all platforms included – Jan-Aug 2005

³ Source: ACNielsen Italia – all platforms included – data in value, Jan-Sep 2005

⁴ Source: Chart Track – all platforms included – data in value, Jan-Sep 2005

⁵ Source: GFK – all platforms included – data in value, Jan-Sep 2005

⁶ Source: GFK – all platforms included – data in value, Jan-Sep 2005

⁷ Source: ACNielsen Canada - Computer Product Index – all platforms included – data in value, Jan-Sep 2005

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2005-2006 Financial agenda:

<i>Announcement</i>	<i>Date</i>
First half-year sales	Thursday, Nov. 3, 2005
First half-year results	Thursday, Dec. 8, 2005

These dates are provided for planning purposes only and will be confirmed later

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About Ubisoft:

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through its strong and diversified line-up of products and partnerships. Ubisoft has offices in 21 countries and sales in more than 50 countries around the globe. It is committed to delivering high-quality, cutting-edge videogame titles to consumers. Ubisoft generated revenue of €538 million for the 2004-2005 fiscal year, an increase of 8% over the previous fiscal year at constant exchange rates. To learn more, please visit www.ubisoftgroup.com.