



## **Ubisoft® acquires the Assets of Massive Entertainment®**

**Paris, France – November 10, 2008** – Today Ubisoft announced that it has acquired from Activision Blizzard the assets and all of the personnel of esteemed Malmö, Sweden-based studio Massive Entertainment®, as well as the real time strategy brand *World In Conflict*®.

Created in 1997, Massive employs over 120 developers and was ranked as one of the top 50 best game studios in the world by Game Developers Research in 2008. The studio is world-renowned for its expertise in the RTS genre and for the quality of its innovative proprietary technologies. *World in Conflict*® was acclaimed by critics, receiving the Best Strategy Game of E3 2007 award, as well as being named Best Online Multiplayer Game of 2007 by IGN, and Most Innovative Game of 2007 by Gamespot, among many other awards.

*"We are delighted to welcome the talented team of creators at Massive into the Ubisoft family,"* said Christine Burgess-Quemard, executive director of worldwide production studios at Ubisoft. *"Ubisoft is growing at an intense pace and our strategy is to ensure the strength of our global creative teams. Massive has put together a group of some of the most confirmed and recognized creators in the industry and I know that their talent and innovation will allow them to seamlessly integrate into our worldwide network of production studios."*

*"Massive's development team places great importance on its freedom to innovate and create games of the highest quality,"* stated Martin Walfisz, president and founder of Massive Entertainment®. *"We are fortunate to have found in Ubisoft a publisher who shares the same values and understands our mindset. I have no doubt that our future together will offer significant mutual benefit and synergy."*

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**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 teams in 28 countries and distributes games in more than 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](http://www.ubisoftgroup.com).

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