



# **UBISOFT<sup>®</sup> ANNOUNCES NARUTO<sup>™</sup>: THE BROKEN BOND**

***Sequel to the Critically Acclaimed NARUTO<sup>™</sup>:  
Rise of a Ninja Video Game Arrives Holiday  
2008***

**Paris, FRANCE - July 15, 2008** - Today at the Electronic Entertainment Expo, Ubisoft announced the development of *NARUTO<sup>™</sup>: The Broken Bond*, the sequel game to *NARUTO<sup>™</sup>: Rise of a Ninja*. *NARUTO<sup>™</sup>: The Broken Bond* is licensed from VIZ Media LLC (North America), TV Tokyo/Shueisha (Europe) and Mighty Delta (Hong Kong, Singapore, Taiwan). The game, based on the world-renowned NARUTO animated series, is exclusive to the Xbox 360<sup>®</sup> video game and entertainment system from Microsoft. The game will be available in North America, Europe, Hong Kong, Singapore and Taiwan for holiday 2008.

Building on the success of Ubisoft's *NARUTO<sup>™</sup>: Rise of a Ninja*, this sequel features Naruto, who has now evolved into a well-respected Ninja, but his new status and abilities trigger the envy of his best friend and Ninja teammate, Sasuke. The enemy of the village, Orochimaru, takes advantage of the situation and convinces Sasuke to leave his friends and his village in order to join his evil clan and become more powerful. With the help of his Ninja friends, Naruto goes on a quest to retrieve Sasuke and save him. *NARUTO<sup>™</sup>: The Broken Bond* is also the only NARUTO video game, other than *NARUTO<sup>™</sup>: Rise of a Ninja* that features an online multiplayer mode which allows players to compete against others in an online tournament mode.

"Featuring vibrant and imaginatively detailed settings, *NARUTO™: The Broken Bond* will take players on an epic journey through an accurately recreated *NARUTO* world," said Christian Salomon, vice president of worldwide licensing at Ubisoft. We're excited to continue in the *NARUTO™: Rise of a Ninja* tradition, boasting the only video game in the franchise that features an online multiplayer mode that lets players compete against their friends in tournaments over the Xbox LIVE®, online entertainment network, and also gives players the opportunity to relive genuine moments of the animation, while exploring the open universe of *NARUTO*."

For more information go to [www.NARUTO.com](http://www.NARUTO.com).

**About NARUTO:**

First introduced in *Weekly Shonen Jump* magazine in Japan in 1999, *NARUTO*, created by Masashi Kishimoto, quickly became that country's most popular ninja manga (graphic novel) targeting tweens and teens and has sold more than 80 million copies to-date. Today, *NARUTO* is considered one of the most popular animated series in Japan's history and has achieved immense success not only as a manga and TV series, but also in the realm of licensed categories such as toys, trading card games and video games. *NARUTO* enjoys further widespread domestic success where it debuted as the best selling manga title in North America. The manga series (also published by VIZ Media) has now sold over three million copies to-date in the US and regularly appears on USA Today's Bestseller list and Bookscan's Graphic Novel Top 50. *NARUTO* is one of the most popular Japanese animated series in North America and is also distributed domestically by VIZ Media. The show is regularly ranked as the #1 program for boys aged 6-17 on Cartoon Network's Toonami block of programming.

**About SHUEISHA Inc.**

SHUEISHA Inc., founded in 1926, is the Japan's top sales publisher and publishes 40 magazines including comic magazine, women's, men's, sports, literary, etc. as well as trade books. Its most successful comic magazine, "Shonen Jump", is printed 3 million copies weekly in Japan alone and many animations such as "Yu-Gi-Oh!", "Dragon Ball" and "Shaman King" are based on Shonen Jump. Beyond publishing, Shueisha strategically works with other media and carries out many activities such as producing animation and merchandising for its strong properties.

To learn more, please visit <http://www.shueisha.co.jp/>

**About TV TOKYO**

TV TOKYO Corporation is a leading Japanese content producer and broadcaster with particular strength in animation, high-concept infotainment and business news. Many of programmes are licensed by TV TOKYO Medianet (its distribution arm) to non-affiliate local stations as well as overseas broadcasters and distributors. TV TOKYO has been the home of the hit animation series such as "Yu-Gi-Oh!", "Shaman King", "Pokemon", "Sonic X" and "Beyblade".

To learn more, please visit <http://www.tv-tokyo.co.jp/>

**About VIZ Media, LLC**

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media), is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan's largest creators and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America, the United Kingdom, Ireland, and South Africa and is a global ex-Asia licensor of Japanese manga and animation. The company offers an integrated product line including magazines such as SHONEN JUMP and SHOJO BEAT, graphic novels, and DVDs, and develops, markets, licenses, and distributes animated entertainment for audiences and consumers of all ages. Contact VIZ Media at 295 Bay Street, San Francisco, CA 94133; Phone (415) 546-7073; Fax (415) 546-7086; and web site at [www.VIZ.com](http://www.VIZ.com)

**About MIGHTY DELTA**

Mighty Delta is a wholly owned subsidiary of Mighty Media Co., Ltd. Mighty has been licensing and distributing animation programs and video to the Asian territories since 1999. Mighty has been acquiring many famous Japanese animated series & cartoon movies for licensing distribution business. For examples: Hikaru No Go; Inuyasha; Death Note; Eyeshield 21; Sergeant Keroro ; Naruto; Kirarin Revolution, Anpanman Movies; Naruto Movie.....

Mighty is actively involved in the development of character merchandising and licensing business in Hong Kong, China, Taiwan, Thailand and Indonesia. Sergeant Keroro (208 half hour), Naruto (312 half

hour) & Kirarin Revolution (156 half hour) are successful projects with more than 1,000 licensed items. Mighty will further develop its related merchandising and licensing activities into other Asian countries. To learn more, please visit <http://www.mightymedia.com.tw>

#### **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 27 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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