



COME ON DOWN! UBISOFT® SHIPS TWO NEW GAME SHOW TITLES

*The Price is Right® 2010 Edition and Family Feud® 2010 Edition Now on Store
Shelves*

SAN FRANCISCO – October 1, 2009 – Ubisoft today announced the official launch of two new classic game show titles: The Price is Right 2010 Edition and Family Feud 2010 Edition. Both games are currently available for the Wii™ system from Nintendo, the Nintendo DS™ system and Windows-based PC, and feature single- or multiplayer modes so that more people can get in on the fun and play together. Additionally, each game allows players to design and customize their own personal avatar and also offers a host of special unlockable content to reward players as they progress. The games have been created by Ludia and are licensed by FremantleMedia Enterprises (FME).

Just like on the top-rated TV show, the Family Feud 2010 Edition game pits two families against each other in a contest to name the most popular responses to survey-type questions posed to 100 people. The game includes all the familiar and favorite elements of the show such as the scoreboard, face-offs, strikes, stealing and fast money rounds. Authentic stages, theme music and game sounds create a true-to-show game experience, and thousands of questions keep gameplay fresh for hours of entertainment that friends and family of all ages can enjoy. Additionally, a new text input feature allows for even faster and more intuitive gameplay. The automatic spell checker will correct spelling, predictive text input makes typing answers lightning fast, and synonyms / concepts are grouped together to produce correct answers when a response is close enough to the survey answer.

Now packed with even more popular pricing games than ever (including Golden Road, Safe Crackers, Secret X and many more) plus tons of new and upgraded game graphics and customizable avatars, The Price Is Right 2010 Edition is the closest that fans can come to Contestant's Row, the Big Wheel & the Showcase without actually being on the show. Featuring two distinct game modes (Classic, where contestants must win at Contestant's Row before getting access to pricing games and Three Strikes, where contestants get three tries to make it on stage to play pricing games), there are hours of fun to be had for the entire family.

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.

About Ludia Inc.

Ludia creates and distributes cross-platform interactive entertainment with mass consumer appeal. Located in Montreal and founded by experienced industry players, Ludia's innovative and high-quality product portfolio consists of original and branded properties including *American Idol*®, *The Bachelor* & *The Bachelorette*, *Family Feud*®, *Hell's Kitchen*™, *Press Your Luck*™, *The Amazing Race*™, *The Price Is Right*™ and *Where's Waldo?*®. www.ludia.com

About FREMANTLEMEDIA ENTERPRISES & FREMANTLEMEDIA

FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

About FREMANTLEMEDIA NORTH AMERICA

FremantleMedia North America (FMNA) is the U.S. production division of global media giant FremantleMedia. Based in Burbank, California, FMNA produces entertaining and innovative programs for network, cable, syndicated and online platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "America's Got Talent" (NBC), "Let's Dance" (ABC), "Can You Duet" (CMT), "The Chilli Project" (MTV), "Secret Girlfriend" (Comedy Central), "Let's Make A Deal" (CBS), "Family Feud" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

About "THE PRICE IS RIGHT"

The Price Is Right, the longest-running game show in television history, is hosted by Drew Carey and produced by FremantleMedia North America, The Price Is Right is broadcast weekdays (11:00 AM-12:00 Noon, ET; 10:00-11:00 AM, PT) on the CBS Television Network.

About "FAMILY FEUD"

Taped in Los Angeles, FAMILY FEUD is produced by FremantleMedia North America and distributed in the U.S. by Debmar-Mercury. Gaby Johnston is executive producer. Ken Fuchs is director.

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Family Feud®

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