



UBISOFT® SHIPS WHERE'S WALDO?® THE FANTASTIC JOURNEY VIDEO GAME

*Interactive Game Featuring Publishing Phenomenon Now on Store
Shelves*

SAN FRANCISCO – October 5, 2009 – Today Ubisoft announced the retail availability of a new interactive adventure video game titled “Where’s Waldo?® The Fantastic Journey.” Created by Ludia Inc., “Where’s Waldo? The Fantastic Journey” is the ultimate search-and-find adventure for the entire family, as players explore the unique and wondrous lands in search of Waldo, his friends and other hidden objects. The game is now available for the Wii™ system from Nintendo, the Nintendo DS™ system, Windows-based PC and Mac at North American retailers.

In the game, players look for Waldo and friends, in addition to hundreds of hidden items in twelve different magical worlds that unlock via a central map that becomes increasingly animated as players progress. “Where’s Waldo? The Fantastic Journey” can be played in single- or multiplayer mode, in Easy and Normal challenges to suit players of all ages and skill levels. Gameplay is enhanced through a variety of power-up features where players unleash different special effects to gain an advantage over opponents or enhance their own search capabilities.

Power-ups include:

- Wacky Paint: Splatter colorful paint onto your opponent’s screen to obscure the view.
- Thunder Clap: Cast thunder onto your opponent and make the screen shake.
- Frosty: Freeze the search window by encasing it in ice.

- Sparkly: Keep your eyes on the twinkle and glitter effects to detect items.
- And many more!

About *Where's Waldo?*®

Created by Martin Handford and first published in 1987, *Where's Waldo?* is one of the most recognizable characters in the world and a pop culture icon. A global publishing phenomenon with over 46 million books sold worldwide, the successful series is published in over 50 countries and has been translated into more than 25 languages. JOIN THE SEARCH! as the ultimate world traveler graduates beyond books and gets his digital passport. Online, in-store, or at events—who knows where Waldo will be spotted next? Spot Waldo online at FindWaldo.com.

About Classic Media

Classic Media, one of the world's largest independent entertainment companies, is a leader in reinventing the classics of yesterday and creating the entertainment classics of tomorrow. The Company owns and manages a globally-recognized portfolio of well-known family and pop-culture entertainment brands, including *Casper the Friendly Ghost*®, *Where's Waldo?*®, *The Lone Ranger*®, *Lassie*®, *Postman Pat*®, and new global brands *Tinga Tinga Tales*® and *Guess with Jess*®.

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 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.

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