



## **UBISOFT<sup>®</sup> TAKES FAR CRY<sup>®</sup> TO THE STONE AGE IN FAR CRY<sup>®</sup> PRIMAL**

**PARIS — October 6, 2015** — Today, Ubisoft announced the development of Far Cry<sup>®</sup> Primal, the next exciting chapter in the critically acclaimed Far Cry franchise, set during the savage Stone Age. Far Cry Primal hits shelves worldwide on February 23, 2016 for PlayStation<sup>®</sup>4 computer entertainment system and Xbox One. The game also will ship for Windows PC in March 2016.

Developed by Ubisoft Montréal, in collaboration with Ubisoft Toronto, Ubisoft Shanghai and Ubisoft Kiev, Far Cry Primal is a full-fledged single player experience that will take gamers to 10,000 BC in history to a time when massive beasts like the woolly mammoth and sabretooth tiger ruled the Earth.

The award-winning franchise that stormed the tropics and climbed the Himalayas now brings its innovative open world sandbox gameplay to a time when humans were not at the top of the food chain but were fighting to climb it, bringing together massive beasts, breathtaking environments and unpredictable savage encounters.

Gamers play as TAKKAR, a seasoned hunter and the last surviving member of his hunting group. Arriving in the majestic and savage land of Oros, players will pursue one single goal; survive in a world where humans are the prey. They will meet a cast of memorable characters who will help them push back and tame the dangers of the wild. Players will journey as the first human to tame the wilderness and rise above extinction. Along the way, they will have to hunt for food, master fire, fend off fierce predators, craft weapons and tools partly from the bones of slain beasts and face off against other tribes to conquer Oros.

"The interesting thing about Far Cry is that it's flexible. So when a team proposed to explore the idea of a Far Cry taking place during the Stone Age, we just said 'let's hear it!' And the more we heard about it, the more we realized how much of a damn good idea it actually was," said Dan Hay, executive producer, Ubisoft.

"Stone Age is the perfect setting for a Far Cry game," said Jean-Christophe Guyot, creative director, Ubisoft. "Far Cry usually puts you at the edge of the known world, in a beautiful, lawless and savage frontier. The Stone Age is, in a way, the very first frontier for humankind; it's the time when humans put a stick in the ground and claimed land for their own, the time when we started climbing the food chain. That came with conflict, against other humans of course, but also against nature itself."

For more information on Far Cry Primal, please visit [farcrygame.com](http://farcrygame.com).

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## **About Ubisoft**

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2014–15 fiscal year Ubisoft generated sales of €1,464 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

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