



## Ubisoft® and Sony Pictures Bringing Rabbids to The Big Screen

**Paris — February 10, 2014** — Today, Ubisoft and Sony Pictures Entertainment announced that the studios are partnering to develop a full-length feature film based on the Rabbids, the irreverent, wacky characters from the popular TV series and videogames.

Jean-Julien Baronnet, Executive Director, Ubisoft Motion Pictures, and Hannah Minghella, president of Production for Columbia Pictures, offered comment on the deal:

"Sony Pictures has tremendous experience developing hybrid live-action-and-animated blockbusters for audiences around the world, which makes them a natural fit for what we want to achieve with a Rabbids film," said Baronnet. "This deal deepens our partnership with Sony Pictures and highlights our holistic approach to bringing Ubisoft's brands to new audiences while still maintaining the brands' creative integrity."

Minghella added, "There is an infectious quality to the Rabbids. Their simple joy and absurd, anarchic behavior inadvertently causes you to look at the world afresh. There's no end to the comedy and chaos they will cause when they invade our theaters."

Recently, the Rabbids took over the small screen, thanks to partnerships between Ubisoft Motion Pictures, Nickelodeon and France Televisions. The hit show, titled "Rabbids Invasion," has been seen more than 165 million times in five months; more than two million viewers on average tune into each episode in the U.S.

The Rabbids got their start as the crazy, loveable villains in Ubisoft's Rayman videogames and have since branched into comic books, collectibles, merchandise, mobile games, television and more. The latest example, The Rabbids Time Machine attraction at France's second-biggest theme park Futuroscope, drew big crowds and rave reviews on its opening weekend and showcases Ubisoft Motion Pictures' ability to successfully develop Ubisoft's brands in new mediums.

The project will be overseen at Ubisoft by Ubisoft Motion Pictures and the group will actively participate in the film's production. Minghella and Jonathan Kadin will oversee for Sony Pictures.

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**About Ubisoft Motion Pictures:**

Ubisoft Motion Pictures was created in January 2011 to expand the audience of Ubisoft's successful video game brands by bringing them to film, television and Web series. In addition to the Tom Clancy's Ghost Recon film, the studio is also partnering with New Regency on the upcoming films based on the Assassin's Creed and Tom Clancy's Splinter Cell franchises, and is in production on the Rabbids TV series, a collection of 78 seven-minute CGI episodes based on the insane stars of the video game franchise of the same name, in partnership with France Televisions and Nickelodeon.

**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 and Far Cry. 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 2012-13 fiscal year Ubisoft generated sales of €1,256 million. To learn more, please visit [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

**About Sony Pictures Entertainment**

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.