



UBISOFT® REVEALS A NEW WAY TO EXPERIENCE R.U.S.E.™ AT E3 2009

Paris, FRANCE — June 2, 2009 — Today, Ubisoft® announced that R.U.S.E., the brand new real-time strategy game developed by Eugen Systems will be demonstrated at the Ubisoft booth during E3, using 'IntuiFace', the new and innovative surface computing platform designed by IntuiLab. Thanks to an unprecedented collaboration between Ubisoft, Eugen Systems & IntuiLab, R.U.S.E. can now be experienced on large multi-touch tables, allowing users to get one step closer toward a fluid and natural interface with a strategy game, providing the feeling of being a true commander of war.

"Our goal is to provide an innovative gaming experience that enables players to become a strategist and lead armies in a true to life universe," stated Tony Key, senior vice president of sales and marketing in the US at Ubisoft/ John Parkes, Marketing Director EMEA at Ubisoft. "With the IntuiLab technology, R.U.S.E liberates the player from having to master controls, empowering them to immerse themselves into the game and focus on using their brain to outwit the enemy."

"Ubisoft's constant drive to create new and exciting game experiences, matched with the natural user interface developed by IntuiLab gave us the perfect opportunity to develop a new and innovative partnership," said Vincent Encontre, Intuilab CEO. "The gigantic maps of R.U.S.E and fluid use of zoom to interact with the game combined with the abilities of surface computing is bringing a totally new experience to players."

To experience this amazing new way to strategize, please visit the Ubisoft booth (#1022) at E3, located in the South Hall.

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 28 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 2008–09 fiscal year Ubisoft generated sales of 1.058 billion euros. To learn more, please visit www.ubisoftgroup.com.

About Eugen Systems:

Eugen Systems, based in Paris, works at creating very high-quality strategy games for PC and next gen consoles (Xbox360 and PS3).

Eugen Systems released "Act of War: Direct Action" one of the most critically acclaimed RTS of 2005.

For more information on Eugen Systems visit www.eugen.fr.

About IntuiLab:

Headquartered in Toulouse, France, IntuiLab is a leader in the design and development of surface computing-based applications. Through IntuiFace, the company's portable, scalable and extensible software surface computing platform, IntuiLab delivers and deploys applications that bring tangible returns on investment to its clients by providing their customers with a more natural, immersive and memorable user experience. IntuiLab is a Microsoft and Adobe partner and has clients in a wide variety of industries such as retail, food and health, banking, aerospace and defense, telecoms and hospitality. Learn more at www.intuilab.com and www.intuiface.com.

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