



ZENITH MEDIA NAMED STRATEGIC PLANNING AND NATIONAL BUYING AGENCY OF RECORD FOR UBISOFT®

NEW YORK, SEPTEMBER 3, 2008 – Zenith Media, a Publicis Groupe-owned communications planning and buying agency, today announced it has been named the strategic media planning and national buying agency of record for Ubisoft.

Ubisoft recently completed a media agency review.

“Ubisoft was searching for a media partner that could best navigate the future media landscape and our expanding needs,” said Jill Steinberg, Director, Media and Promotions at Ubisoft. “We chose Zenith Media because of the team’s deep knowledge, research and proprietary tools to deliver consumer insights and return on investment.” Publicis/Zenith also represents Ubisoft in Canada.

“Ubisoft is an exciting company which is experiencing phenomenal growth said Tim Jones, CEO, ZenithOptimedia. “Through the review process, we were able to bring a unique perspective that utilizes content and context in a compelling way that connects with their customers. This is a terrific win and we are excited to apply our strategic insights and enhance marketing ROI for Ubisoft.”

Ubisoft will be managed from Zenith’s LA office and joins Zenith Media’s impressive client list, which includes Verizon, Toyota, Lexus, Scion, Twentieth Century Fox, L’Oreal, Nestlé, Darden and HP.

About Zenith Media USA

Zenith Media USA, known as “The ROI Agency”, is a leading media services agency in the US. Owned by Publicis Groupe SA, it is part of ZenithOptimedia Group which operates in 195 offices across 70 countries.

Zenith Media USA is committed to delivering to clients the best possible return on advertising investment.

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 2007-08 fiscal year Ubisoft generated sales of 928 million euros. To learn more, please visit www.ubisoftgroup.com.

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