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## **UBI SOFT’S *ALEX BUILDS HIS FARM* *HIGHLIGHTS FAMILY VALUES***

*NEW GAME OPTIMIZED FOR INTEL’S PENTIUM® III PROCESSOR  
AVAILABLE FOR OEM BUNDLING OPPORTUNITIES*

### **FOR IMMEDIATE RELEASE**

**SAN JOSE, CALIFORNIA** — (February 17, 1999) E3 Booth #1346 — Ubi Soft Entertainment is proud to announce that it will offer an enhanced version of its entertaining new 3D game, *Alex Builds His Farm* for Intel Pentium® III processor users. Now with even more characters and animals, this family-oriented game introduces youngsters to the PC with rich 3D graphics and interactive fun. With the release of this Pentium III processor optimized title, Ubi Soft hopes to contribute to the growing market of 3D gaming for families. With interactive 3D and family-oriented content, *Alex Builds His Farm* is ideal and available for OEM bundling opportunities.

“*Alex Builds His Farm*, and the entire PLAYMOBIL® PC Game Series marks Ubi Soft Entertainment’s commitment to developing top-of-the-line 3D game titles for children,” says Alain Tascan, Vice President, Ubi Soft’s PLAYMOBIL® Series Producer.

### **ABOUT *ALEX BUILDS HIS FARM***

The fun begins in Ubi Soft Entertainment’s newest game title when the hero, Alex, decides to make his dream come true and build his own animal farm complete with stables, a barn, a tractor and more! The game takes children aged 3 to 8 into a vast country playground with many creative and exciting activities. On his farm, Alex rides a pony, learns how to feed the animals, uncovers the secrets to growing healthy plants, discovers the farmhouse, drives the tractor, chases the chickens and more! Each of Alex’s adventures encourages the player’s curiosity and logical thinking.

#### **ABOUT THE NEW PENTIUM® III OPTIMIZED VERSION OF *ALEX BUILDS HIS FARM***

“The performance of Intel’s Pentium® III processor helps create a more interactive and intuitive PC game,” said Tom Galvin, Director of Entertainment/Education Market Development at Intel. “Products like Ubi Soft Entertainment’s PLAYMOBIL® PC Game Series take advantage of these capabilities and deliver graphically rich and realistic 3D environments for children.”

Intel’s Pentium® III processor has afforded Ubi Soft Entertainment’s game developers the freedom to enhance *Alex Builds His Farm*. The higher polygon count and more defined textures of the new Pentium® III processor version of the game gives users an increased number of characters on the screen. For example, the original version of *Alex Builds His Farm* showcases three cows on Alex’s farm, while 15 cows now populate Alex’s farm. Also, in the new version of the game, users will notice a more realistic shadow model where shadows accurately represent the characters’ positions. All of these changes serve to further enrich the realism of Alex’s 3D environment.

#### **ABOUT UBI SOFT ENTERTAINMENT**

Ubi Soft Entertainment is a European-based producer, publisher and international distributor of interactive entertainment products. The company has offices in 13 countries including France, the United States, Canada, Germany, England, and China and sells its products in a total of 47 countries. Ubi Soft is best known in the U.S. for Rayman, a blockbuster action/adventure game for all ages that debuted in 1995, and POD, a revolutionary online multiplayer racing game that enables up to eight players to compete directly over the Internet. Products are available through a nationwide network of resellers and distributors. For more information, call Ubi Soft at 514/490-0887 or 800/UBI-SOFT or visit the company web site at <http://www.ubisoft.com/usa>.