

# RINCE OF PERSIA 2











PlayStation<sub>®</sub>2





Ship Date: **November 2004** 



## THE BRAND

- Undisputed CONSOLE GAME OF THE YEAR 2003!
- Redefined standards for Action games!\* Numerous technical achievement awards for:
  - Graphics
  - Animations
  - Design
  - Sound
  - And more!



- One of two new brands established during the cluttered Holiday 2003.
- **\$850K units sold** across all platforms.
- Achieving Greatest Hits & Platinum Hits in Holiday 2004.
- Forecasted sales of 1.1MM units of Prince of Persia: The Sands of Time by 11/04
  - FJerry Bruckheimer (*Pirates of the Caribbean*) to produce the *Prince of Persia* movie.

\*Academy of Interactive Arts & Sciences











## **HOW DO YOU IMPROVE A GOTY?**

#### YOU ASK THE EXPERTS\*...

- ✓ MORE MATURE & "BAD-ASS" PRINCE
- ✓ BETTER FIGHTING SYSTEM
- ✓ MATURE THEME VIOLENCE
- ✓ ENEMY VARIATION INCLUDING BOSSES
- ✓ STRATEGIC USE OF TIME POWERS
- ✓ LONGER GAMEPLAY (Replay Value)

















## **RETAILER "WHY BUY"**

#### **CUSTOMER LOYALTY**

High customer satisfaction - 96% of product registrants rated it Excellent or Good and 80% anticipating the sequel.

#### **HIGH BRAND AWARENESS**

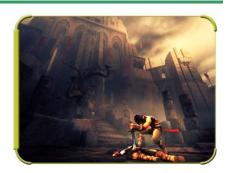
Sequel to Game of the Year.



Numerous Focus Groups & Sales Trends have evolved the brand for mass appeal.

### NO GENRE COMPETITION

Prince of Persia 2 will be the #1 game for this genre during Holiday 2004.

















## A TOP PRODUCT WITH PRESS

"Prince of Persia 2 is a hit in the making" - PSM

"Darker. Meaner. Bigger. Yeah, we're excited - aren't you? - OPM

"These videos show the depth and brilliance of Ubisoft's Free-Form Fighting Engine" - Ign.com

"He's still a Prince, he's still in Persia, but now he's going to kick much more ass!" - Game Informer

"Seeing the new game in motion is definitely enough to make fans speak in superlatives." - OXM

"While there were many PS2 games that stood out at E3 2004, Ubisoft's Prince of Persia 2 was the one that has us talking. Without a doubt, Prince of Persia 2 was easily our pick for Game of Show" - PSE2

"We're beyond excited and you should be too." - OXM

"Each and every battle is guaranteed to be a showcase of acrobatic agility and pulse-quickening violence" - PSM

"The art direction and flawless animations will have you believing the worlds and characters are *alive*" - PSM

"[Combat] can only be likened to the climax of a Hollywood action film - intense indeed" - PSM

"PoP2 has made quite a splash thanks to its hard-edge look and gameplay" - Gamespot.com









