



PRINCE OF PERSIA 2



PlayStation®2



Ship Date:
November 2004



UBISOFT™

JUNE ROADSHOW

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!

**ESTABLISHED IN 2003...
EXPLODING IN 2004!**

👤 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

👤 Jerry Bruckheimer (*Pirates of the Caribbean*) to produce the *Prince of Persia* movie.

*Academy of Interactive Arts & Sciences



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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)



* Gamer Input - Multiple Focus Groups and Message Board Analysis



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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.

ADAPTING TO MARKET TRENDS

- 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.



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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-quickenning 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



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