



Press release

For immediate release

UDS Develops Games For Nintendo's New "Game Boy Advance"

[Norrköping, Sweden, November 22, 2001.] **Ubi Soft Entertainment has commissioned Scandinavian game developer UDS to develop games for Nintendo's new platform "Game Boy Advance" – a successor to Game Boy which is the world's best selling video game system to date. UDS (Unique Development Studios) is one of Scandinavia's leading developers of computer, video and console games.**

UDS will develop a game based on Clear Channel Entertainment-Motor Sports' Monster Jam property for Nintendo's new platform Game Boy Advance – the successor to Nintendo's hugely successful Game Boy which is the world's best selling video game system to date. Ubi Soft Entertainment, the leading global producer, publisher and international distributor of interactive entertainment products, will market the product which is expected to be ready for launch early next year.

"We are most happy to commence a hopefully mutually fruitful and long-lasting relationship with Ubi Soft Entertainment, which is one of the leading publishers in the world. In addition, this is a strategically important order for UDS since the new Game Boy Advance promises to be a very successful platform world-wide. It is instrumental for us to get the opportunity to be part of developing games for this platform in such an early stage", said Thomas Lofblad, Managing Director, UDS.

About UDS:

UDS, Unique Development Studios AB, was founded in 1997 and is today one of Scandinavia's leading developers of computer, video and console games. UDS has approx. 110 employees at its offices in Norrköping, Stockholm, Gothenburg and in Britain. UDS is owned by its founders and employees, and by Slottsbacken Venture Capital, Nordico Invest, Banc of America, The FKF Pension Fund, Metropolis Technology Investments (MTI) and other institutional investors.

UDS has well established partnerships with many of the leading game publishing companies in the world and recently received its largest order ever – for 2 MUSD for a computer game called "Core" to be distributed by German publisher CDV all over the world.

GlobalFun, which is a fully-owned subsidiary of UDS, develops and supplies interactive entertainment products for the world market, e.g. via its own en "gaming community" on the Internet. GlobalFun will also market UDS-developed games for digital TV and cellular phones.

The UDS group also contains AddGames, which markets and distributes ad-financed computer games ('advertainment') for the world market.

The world market for mobile online computer games is expected to grow 18-fold to 86 billion US dollars per year by 2006. Online entertainment via the mobile phone will overtake information and communication to become the most lucrative mContent revenue stream globally in 2005 (Datamonitor).

About Ubi Soft Entertainment:

Ubi Soft Entertainment is a global producer, publisher and international distributor of interactive entertainment products. A leading company in the industry, Ubi Soft's strong and diversified lineup has grown considerably over the past couple of years. As well as developing original properties, Ubi Soft has also steadfastly partnered with several high-profile companies and is dedicated to delivering consumers quality videogame titles while offering blockbuster franchises.

Founded in 1986, the company has offices in 18 countries including the United States, Canada, France, Germany and China and sells its products in a total of 52 countries. For more information about Ubi Soft, please visit <http://www.ubisoft.com>.

About Clear Channel Entertainment (formerly SFX):

Clear Channel Entertainment, a leading producer and marketer of live entertainment events, is a subsidiary of Clear Channel Worldwide (NYSE: CCU), a global leader in the out-of-home advertising industry. Clear Channel Entertainment currently owns, operates and/or exclusively books 135 live entertainment venues, including 44 amphitheaters in the U.S. and 28 venues in Europe. Each year, more than 62 million people attend approximately 26,000 events promoted and/or produced by the company, including: Live music events; Broadway, West End and touring theatrical shows; family entertainment shows; and specialized sports and motor sports shows.

In addition, Clear Channel Entertainment owns leading talent management businesses that specialize in the representation of athletes and broadcasters, including independently operated baseball, basketball and football businesses. Clear Channel Entertainment is headquartered in New York City.

About Nintendo:

Nintendo Co., Ltd., of Kyoto, Japan is the acknowledged worldwide leader in the creation of interactive entertainment. To date Nintendo has sold more than one billion video games worldwide, has created such industry icons as Mario® and Donkey Kong® and launched franchises like The Legend of Zelda® and Pokémon®. Nintendo manufactures and markets hardware and software for its popular home video game systems, including the Nintendo® 64 and Game Boy - the world's best selling video game system.

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