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FOR IMMEDIATE RELEASE

NEW ALEX BUILDS HIS FARM PLAYMOBIL GAME FOR PRE-SCHOOLERS ENCOURAGES SIMULATION, CONSTRUCTION AND EXPLORATION

Playmobil Goes PC to Engage and Satisfy Child's Curiosity

ATLANTA- (May 28, 1998) E3 Booth #7116—Soon even the youngest Playmobil fan will be able to explore and interact with life on the farm in ***Alex Builds His Farm***, the first PC release in the Playmobil Kid's PC line. Developed, distributed and marketed by Ubi Soft Entertainment, the new Playmobil Kid's PC line allows kids to incorporate their "toy" characters into uniquely detailed digital 3D Playmobil worlds.

Through the eyes of Alex, the curious farmer's son in *Alex Builds His Farm*, children as young as three years old can interact with interesting animals, explore fun and surprising animations, and create new 3D environments to explore by building new houses, barns and stables with the virtual box of bricks. To keep youngsters on track, Alex is always accompanied by another character who can prompt the child to find his/her way and learn about animals and farm life. Designed to develop early learning skills, *Alex Builds His Farm* feeds and nurtures a child's curiosity, teaching them about life on the farm while they create their own entertaining farm worlds.

"Playmobil has long been recognized as a high-quality, classic toy that engages young minds and our Playmobil Kid's PC line is a natural extension of this," said Alain Tascan, Vice President, Special Projects for Ubi Soft Entertainment. "Interactive PC games for pre-schoolers can give kids a real advantage and *Alex Builds His Farm* is a good interactive story that can stimulate and entertain over and over again."

Platform, Pricing, Availability

Geared for children 3 to 6 years old, *Alex Builds His Farm* will be released on PC CD-ROM for Pentium processors 166 MHz and higher and is scheduled for release in Early 1999.

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.

The company 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>.

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