



NIVEA, THE No.1 SKINCARE BRAND, PARTNERS WITH UBISOFT® TO CREATE GROUNDBREAKING FITNESS PROGRAMS

*NIVEA Workout to be Included in Your Shape™: Fitness Evolved;
Exclusive Workouts from NIVEA's Fitness and Lifestyle Expert
Sarah Maxwell to be Available for Download to your Xbox 360, in
your home, from Xbox LIVE*

Sydney, Australia - September 21, 2010 - Today, Ubisoft announced an exclusive partnership with NIVEA for the *Your Shape: Fitness Evolved* video game. The partnership brings together NIVEA, developers of the world's best-selling body-care products, and Ubisoft, to offer a holistic, in-home program for consumers to sculpt their bodies leveraging Kinect™ for Xbox 360®. A NIVEA workout will be included in Ubisoft's *Your Shape: Fitness Evolved* when the game launches in November 2010. Two other special workouts, developed in collaboration with NIVEA's fitness and lifestyle expert Sarah Maxwell, will be available as downloadable content throughout 2011.

Your Shape: Fitness Evolved will be the most innovative and complete fitness program available this holiday season. Taking advantage of Microsoft's Kinect, controller-free games and entertainment for Xbox 360 tracking capabilities and Ubisoft's proprietary Player Projection technology, *Your Shape: Fitness Evolved* puts the player in the center of the game, offering an immersive and rewarding fitness experience for men and women to stay in shape and reach their personal goals.

"We're delighted to partner with NIVEA on *Your Shape: Fitness Evolved*," says Alain Corre at Ubisoft. "Video games offer the potential to reach diverse audiences and deliver tangible benefits to the consumer, going beyond pure entertainment. *Your Shape: Fitness Evolved* is an innovative and efficient fitness program for men and women who are looking to get into better shape. The NIVEA

workout provides additional values for female players looking for a complete inner and outer beauty experience.”

“At NIVEA we are very enthusiastic about this new and innovative partnership,” comments Jean-Francois Pascal, Director Global Business Unit Body Care at NIVEA. “With Your Shape: Fitness Evolved, our consumers will be encouraged to combine skin care with fitness in the most innovative and easy way, which will enable them to feel good in their body. For 100 years NIVEA, has been known and trusted by consumers for its skin care expertise and reliable products. NIVEA’s body-shaping products help make the most of your figure by improving the skin’s texture and firmness and reducing the visible signs of cellulite. However, we know that a holistic approach is required for best results: a combination of highly effective body care products, fitness training and a healthy diet. That’s why the integration of the *NIVEA Work Your Body* Fitness Room in *Your Shape: Fitness Evolved* completes the offer.”

For more information on Your Shape: Fitness Evolved, please visit: www.yourshapegame.com

For more information on NIVEA please visit: www.NIVEA.com

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About Ubisoft:

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has offices in 26 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2009-10 fiscal year Ubisoft generated sales of 871 million euros. To learn more, please visit www.ubisoftgroup.com. © 2010 Ubisoft Entertainment. All Rights Reserved. Your Shape logo, Ubisoft, and the Ubisoft logo are trademarks of Ubisoft Entertainment in the U.S. and/or other countries. Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft.

About NIVEA:

NIVEA, the No. 1 in skincare, is writing a worldwide unique success story: The first NIVEA Creme was introduced to the market in 1911. It is known as the mother of all modern crèmes. Since then, NIVEA has grown continually and has become the world’s largest skin care brand trusted by millions of consumers around the globe. It is a brand family with more than 500 different products and sold in over 160 countries. NIVEA is a mega brand with € 3.68 bn net sales in 2009.

NIVEA belongs to Beiersdorf AG. As a leading international player in the area of branded skincare and beauty products, Beiersdorf focuses on responding to consumer needs. In addition to NIVEA, the company’s brand portfolio includes a selected variety of leading brands like Eucerin, la prairie, Labello, and Hansaplast. Beiersdorf has around 20,300 employees worldwide. For the fiscal year 2009 Beiersdorf generated sales of € 5.7 billion. NIVEA and the NIVEA logo are trademarks of Beiersdorf AG. All Rights reserved.