

Ubi Soft Entertainment
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FOR IMMEDIATE RELEASE

**A GLOBAL COMPANY AWAITS YOUR DIRECTION
IN UBI SOFTS 'THE CORPORATE MACHINE'**

LONDON - (September 5th 1999) ECTS – There is a war raging. A war that continues unabated, day and night, with armies made up of millions. Everywhere you look the battle unfolds, but you can't see it. There are no physical casualties, but the damage inflicted on countries is very, very real. With the information superhighway spanning the world and bringing continents together companies now vie for economic supremacy of their chosen markets. In the future wars will not be fought in the battlefield. They will be fought in the boardroom...

The Corporate Machine allows the player to take control of an international corporation and lead it to dominance in the world-wide market. Design, manufacture and market high-quality products across the globe. Meet and exceed customer expectations and take over regional markets. Improve your company and your products to become the leader in your industry. A game that, from the outset, has been designed to be simple to play but difficult to master, **The Corporate Machine** gives you complete control over all the functions of a major corporation and gives you the power to choose which path will lead to profit and recognition and which will lead to global failure.

- Develop and manage a company in the highly competitive markets of computers, automobiles and aeroplanes.
- Handle all aspects of the added-value process, from R&D to Manufacturing and Marketing.
- Conquer world-wide markets by opening new territories: each geographic area has its own specificity, determined by resources and product needs.
- Meet and exceed customers expectations by improving and customising your products to suit their needs, building up traits such as reliability, performance, ease of use etc.
- Manage morale and logistics by developing support buildings such as a training centre, an intelligence office or even a coffee shop and company stores.
- Play tricks on the competition using Direct Action Cards allowing corporate espionage, labour strikes, boycotts, computer viruses, political favours, stock market offensives etc.
- Detailed and comprehensive illustrations provide a pleasant background and an easy-to-use interface.

Platform, Pricing , Availability

The Corporate Machine will be available November 1999 for PC CD-ROM.

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