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# Rayman<sup>®</sup> 3 HOODLUM HAVOC

## RIP-ROARING, RAMBUNCTIOUS AND RAUCOUS RAYMAN<sup>®</sup> 3 HOODLUM HAVOC RAISES BAR FOR NEXT GEN, PLATFORM ADVENTURE VIDEO GAMES

"Best Yet" Incarnation in Popular Series Set To Launch in '03: Big, Bold, Bodacious

SAN FRANCISCO, Calif. December 11, 2003 -- He's a hero for the ages, living in a twisted world of mind-numbing madness. Meet Rayman -- again, or for the first time -- starring in his latest Ubi Soft video game adventure, *Rayman<sup>®</sup> 3 Hoodlum Havoc*, which has gamers already a-buzz. This latest installation of the 11 million-plus best-selling hit series features psychedelic 3D worlds, heinous hoodlums and irreverent cast of characters with unbelievable powers. *Rayman<sup>®</sup> 3 Hoodlum Havoc* will be available in March 2003 on all next-generation platforms including PlayStation<sup>®</sup>2 computer entertainment system, Nintendo GameCube<sup>™</sup>, Nintendo Game Boy<sup>®</sup> Advance, the Xbox<sup>™</sup> video game system from Microsoft, and PC CD-



"*Rayman 3 Hoodlum Havoc* raises the bar for the whole Rayman series and the gaming industry in general," said Mona Hamilton, Ubi Soft Group Brand Manager for *Rayman 3 Hoodlum Havoc*.

"Like his core gaming audience, Rayman as a character has matured and now has a wilder edge, only hinted at in the earlier games. And the production values are among the finest ever achieved for the next generation platforms. *Rayman 3 Hoodlum Havoc* is truly wild, wacky and winning."

In *Rayman 3 Hoodlum Havoc*, Rayman possesses incredible new movements and features, including: The Shock Rocket, Heavy Metal Fist and Lock Jaw. These are awesome capabilities he will certainly need as he comes up against over 20 outrageous enemies, especially the ultra-savage Hoodlum tribe. In addition, Ubi Soft's new A.I.-driven H.A.V.O.C. (Hoodlum Activity Vector Orientation Control) system ensures players use their brains, as each enemy has specific strengths demanding strategic game play to win. Players have to adapt to the individual Hoodlum situation -- as each Hoodlum adapts to the player!

-- more --

**LUMS IN DA HOOD: THE STORY SO FAR...**



Bad guys rule the roost in *Rayman 3 Hoodlum Havoc*, where The Hoodlums are twisting up Rayman's already tripped-out universe. No creature knows the true origin of the Dark Lum Lord, who began this reign of havoc. Word on the street is that a single, once-peaceful Red Lum came in contact with something so intensely terrible that it grew dark with evil. And this now Dark Lum spread the mighty menace to other Red Lums, forming an army of cloaked soldiers, appropriately called... Hoodlums. Rayman has discovered the Hoodlum's plan to taint the Heart of the World and, thus, must stop them.

**SO WHAT'S WITH THE PLUM JUICE?**



In this episode, Rayman's trusty sidekick, Globox, actually jumps the gun when he has the opportunity and swallows the enemy in an accident of gustatory indulgence. But in his gobbling down the evil Lord of the Dark Lums, Globox unleashes a chain reaction of trigger-happy Hoodlums running rampant through Rayman's world. Naturally, it is up to Rayman to save the day, and also cure Globox's... lets call it a ... digestive problem.



You see, the evil Dark Lum Lord has an unquenchable thirst – a potable passion, one might say -- for Plum Juice! Unfortunately, poor Globox is allergic to the stuff – forcing him to endure numerous gastro-hallucinogenic moments -- all the while he is thrust into consuming more and more of the purple beverage than he ever imagined as the Dark Lum Lord sets up residence in his overstuffed tummy. This evil Lord's overindulgence becomes Rayman's salvation thanks to Globox's exclusive Flatulence Action Rapid Transport (F.A.R.T.) and Belching Action Rapid Flight (B.A.R.F.) systems which provide our hero with strategic gaseous emanation bubbles he can ride to safety.



**TUMS FOR LUMS: FEELIN' STRONGER EVERY DAY...**

The producers of *Rayman 3 Hoodlum Havoc* have stepped up to the plate and deliver a home-run combination of hysterical storyline, Dreamworks-worthy graphics and action-packed gameplay. *Rayman 3 Hoodlum Havoc* is not your kid brother's Rayman. *Rayman 3 Hoodlum Havoc* is a sophisticated and different gaming experience every time it is played, leveraging extreme A.I. applied to a platform gaming environment.

The result: hardcore challenge unlike any other platform game! Key features of the game include:



### Knock-down, Drag-out, Totally Chaotic Combat

Blast into battle with the fanatic Hoodlum Army, hordes of outlandish creatures, and huge transforming bosses. These villains are merciless, employing vicious group fighting tactics, that requiring brilliant and creative strategy to survive the chaos.

### Wreak Havoc with the Power of Rayman

Take the universe by storm with Rayman – the only hero with no physical arms and legs, BUT the world's most stylin' helicopter hair! blazing arsenal of time-based powers and Double Fist fighting action, Rayman's ready to rip the Hoodlum Army a new one.



### Voyage into Bizarre Cartoon Fantasy

Experience Rayman's world and feast your eyes on zany comedy and eye-popping visuals. Explore hyper-stylized environments, interact with deliriously strange characters, and unravel a story of epic proportions

### 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 line-up has grown considerably. As well as developing original properties, Ubi Soft has also steadfastly partnered with several high-profile companies and is dedicated to delivering consumers with quality videogame titles while offering blockbuster franchises. Founded in 1986, the company has offices in 21 countries including the United States, Canada, France, Germany, Finland and China and sells its products in over 50 countries. For more information about Ubi Soft, visit <http://www.ubi.com> .

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