

BENETTON AND UBISOFT® COLLABORATE TO OFFER AN OUTSTANDING FASHION EXPERIENCE TO TWEEN GIRLS

UNITED COLORS
OF BENETTON.

Ponzano – November 24th, 2009 - Today United Colors of Benetton and Ubisoft announced that they are collaborating in the development of two brand new interactive experiences for tween girls, both related to fashion. The first project is the launch of a Europe-wide online contest named **Dress your dreams! Create your own fashion** hosted on the Benetton website. The second is the integration of Benetton content in the brand new Nintendo DS™/DSi™ game **Girls Life™ Fashion Addict** published by Ubisoft.

Vintage or techno, new-romantic or punk, chic or alternative, girls from 5 to 14 can put together their ideal look in the Europe-wide game/contest **Dress your dreams! Create your own fashion** available at www.benetton.com, online from November 20th, 2009 to January 31st, 2010. The contest is based on a mini-game developed by Ubisoft in collaboration with Benetton Kids. In addition to creating their own fashion, girls can organise a promotional publicity campaign, produce a fashion magazine, be interviewed, and share their creations, getting a real taste of the heady creative freedom of the fashion world. **The top three entries will win the chance to attend a creative workshop, accompanied by a parent, at the Style Office of United Colors of Benetton Kids in Ponzano, Italy, to get a hands-on experience of how a fashion collection is produced.** To take part in the competition, girls simply have to register on the website and fill in the free online participation form. Parental approval is essential, and can be given by clicking on the check box in the registration form.

Benetton and Ubisoft have also collaborated in the brand new game **Girls Life Fashion Addict** for **Nintendo DS and Nintendo DSi**, distributed in Europe and worldwide. Dedicated to tween girls who want to have fun and experience real life situations in a fashionable, creative and trendy way, the brand new Girls Life

range offers girls a new experience focused on exploration, creation and their own personal tastes and style.

In **Girls Life Fashion Addict**, drawing their inspiration from magazines and fashion experts, young girls have to promote their brands by participating in fashion events, getting stars wearing their fantastic creations and opening fashion boutiques all over the world. They have the opportunity to develop their fashion skills by expressing their creativity and receiving real tips on fashion styles from fashion advisers, but also socialize by sharing their favourite outfits with their friends. In addition, the Nintendo DSi version gives them the possibility to take pictures of real patterns that they can include in their virtual designs. **Thanks to the association with Benetton, Girls Life Fashion Addict recreates an interactive virtual Benetton store in which the players will be able to promote their collections.**

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 teams in 28 countries and distributes games in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2008-09 fiscal year, Ubisoft generated sales of 1.058 billion euros. To learn more, please visit www.ubisoftgroup.com.

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About Benetton

Today, the Benetton Group is present in 120 countries around the world. Its core business is fashion apparel: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, the casual *United Colors of Benetton*, the glamour oriented *Sisley*, the leisurewear brand *Playlife*. The Group produces over 150 million garments every year. Its network of around 6,000 contemporary stores around the world, offers high quality customer services and generates a total turnover of over 2 billion euro.

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