

Ubisoft®'s Wacky, Mischievous Raving Rabbids® Invade Nickelodeon Saturday, August 3, At 11:30 A.M. (ET/PT) During Brand-New Animated Series Premiere Rabbids Invasion

26 Half-Hour Episodes Unveil Rabbids' Explorations on Earth

NEW YORK, July 15, 2013 /PRNewswire/ -- The mysterious breed of creatures known as Rabbids® will make their television debut in Nickelodeon's CG-animated series *Rabbids Invasion* premiering **Saturday, August 3, at 11:30a.m. (ET/PT)**. The 26 half-hour episodes will follow the curious, irreverent and unpredictable creatures as they discover, explore, and often wreak havoc in the human world. All episodes will be available on iTunes, Amazon Instant Video Xbox Video, PlayStation Store, Samsung Media Hub and Vudu starting day after air. The series will also debut on Nickelodeon channels internationally beginning in Fall, 2013.

(Photo: <http://photos.prnewswire.com/prnh/20130715/NY46888>)

"*Rabbids Invasion* brings the wacky comedy and characters from Ubisoft's Raving Rabbids video games to US TV for the first time, and we think kids' are going to really have fun watching them on their chaotic adventures," said Russell Hicks, President of Content Development and Production, Nickelodeon. "This series will be a terrific complement to our top-rated lineup of original animated comedies on Saturday mornings."

"We are very proud to have Nickelodeon as a partner. They are helping us achieve a production quality normally found in long features," said Jean-Julien Baronnet, Chief Executive Officer of Ubisoft Motion Pictures. "Nickelodeon endorsed the Rabbids' infectious and wacky personalities to appeal to kids and families in a silly way. The Rabbids will literally wreak havoc on television screens across the U.S. and we love it."

For the Rabbids, everything is a source of wonder and amusement, and these indestructible and uncontrollable creatures have absolutely no respect for the social rules that govern society. There are no laws, no rules of the road. They are all about having fun and their only language is a crazy-sounding "Bwaaaaaah!"

During the premiere, "Omelet Party," the Rabbids stumble across a farm and become fascinated with the chickens' ability to lay eggs. Next in "Rabbit Mollusk," the Rabbids find questionable uses for a starfish and an octopus while disrupting an old man's attempt to window clean. Then in, "Rabbit, Are You There?" the Rabbids become fascinated watching a burglar attempt to rob an apartment while unknowingly assisting with a fortune-teller's reading on the floor below.

Beginning July 17, viewers can log on to Nick.com/rabbids to access photo galleries featuring the world travels of the Rabbids, animated gifs and videos of the upcoming series. The Nick App joins in on the mischievous fun featuring Rabbids-themed comedic disruptions in the funny and surprising 'Do Not Touch' button. On August 26, fans can play the Rabbids Rhythm Game on Nick.com/rabbids. Join the four Rabbids in the middle of the screen and encourage them to dance along with the music. They're constantly slowing down and stopping and losing interest in dancing, so players must keep them grooving.

Created and produced by Ubisoft, this new series brings to television the hysterical physical comedy that is the hallmark of the wildly successful Rabbids video games. Created in 2006, the wacky, mischievous Rabbids have become a global sensation with over 14 million video games sold worldwide and hundreds of licensed products that feature the Rabbids characters. Viral videos starring the Rabbids have attracted more than 62 million views on YouTube. The Rabbids phenomenon currently extends across multiple genres including parodies, videos, illustrations and consumer products. The new television series will also generate a wide range of opportunity for Ubisoft, with a string of partnerships for every major category including apparel, accessories, toys, back-to-school and more.

About Ubisoft:

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified lineup of products and partnerships. Ubisoft has offices in 29 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 2012—13 fiscal year Ubisoft generated sales of 1.256 billion euros. To learn more, please visit <http://www.ubisoftgroup.com>

About Ubisoft Motion Pictures:

Ubisoft Motion Pictures was created in January 2011 to expand the audience of Ubisoft's successful video game brands by bringing them to film, television and Web series. In addition to the Assassin's Creed movie, the studio also is in production on the Rabbids TV series, a collection of 26 half-hour CGI episodes based on the insane, hilarious and silly stars of the video game franchise of the same name, in partnership with France Televisions and Nickelodeon. Ubisoft Motion Pictures also has three additional feature-length films in development based on the Tom Clancy's Splinter Cell, Tom Clancy's Ghost Recon and Assassin's Creed video game franchises. © 2013 Ubisoft Motion Pictures Rabbids SAS. All Rights Reserved. Rabbids, Ubisoft, and the Ubisoft logo are trademarks of Ubisoft Entertainment in the US and/or other countries.

About Nickelodeon

Nickelodeon, now in its 34th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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