

Ubisoft Donates \$10,000 to the Simple Plan Foundation to Benefit Garage à musique de la Fondation du Dr Julien to Support Youth Education through Music in Montreal

Donation to Fund 'The Music Lab', A Recording Space Where Youth Learn to Explore their Own Musical Universe Through Musical Improvisation Sessions

Montreal, Canada – March 3, 2014 – Garage à musique of the Fondation du Dr Julien today received a \$10,000 donation from Ubisoft® and the Simple Plan Foundation. The donation will be used to fund le lab à musique, a project offered by Garage à musique of the Fondation du Dr Julien offers musical improvisations led sessions. Youth learn to explore their own musical universe and to work with the basics of music, in addition to gaining experience in the studio.

The event included a musical jam session between the children helped by the Garage à musique and members of Simple Plan as well as a tour of the facility.

“We understand the importance of enabling youth’s artistic and creative expression through fun, educational and cultural activities. Having worked with Simple Plan lead guitarist Jeff Stinco on a campaign for *Rocksmith 2014*, a video game that teaches you to play guitar, we wanted to continue the relationship in a philanthropic manner and support that mission. We are proud to work with the Simple Plan Foundation to support Garage à musique”, said Lucile Bousquet, Senior Director of Marketing and Communications, Ubisoft Entertainment Inc. – Ubisoft Canada.

“At Garage à musique, we are constantly in search of new tools that encourage youth to develop their talents and their full potential. Thanks to Ubisoft and Simple Plan for their generosity, we will soon be able to offer the Music Lab project, an innovative and stimulating way for youth to explore their creativity”, states Hélène Sioui Trudel, Founder and Director of Garage à musique of the Fondation du Dr Julien.

Since its inception in 2005, musical education and helping young people find a passion in life have been key objectives of the Simple Plan Foundation.

“We are very proud to team up with Ubisoft and support ‘Garage à musique’. Music has had a profound impact on our lives and that's why it's so important for us to stand behind an amazing project. The work of Dr. Julien and his team fit perfectly with the Foundation's mission and help make Montreal a better place. Thank you Dr. Julien and thank you to our friends at Ubisoft for their generous contribution.” Said Chuck, Pierre, Sebastien, Jeff and David of Simple Plan.

About the Garage à musique

The Garage à musique contributes to the optimal development of children and youth from disadvantaged backgrounds - ages 0 to 20 - in accordance with ‘The Convention on the Rights of the Child’. The program incorporates powerful development tools to the community social pediatrics model: collective music teaching and school support adapted to the learning

difficulties of children and young people. According to Public Health reports, one kid out of two in the Hochelega-Maisonneuve neighbourhood has not gained the basic skills to successfully enter school. The Garage à musique offers a friendly and safe environment to accompany them on their life trajectory and minimize the negative impacts of difficult living conditions on their growth.

About the Fondation du Dr Julien

The mission of La Fondation du Dr Julien is to enable each child to develop to his/her own full potential in compliance with the *Convention on the Rights of the Child*. Each year, it provides direct services to more than 2,000 vulnerable children and their families through its two community social pediatrics centres, l'Assistance d'enfants en difficulté and le Centre de services préventifs à l'enfance, and through the Garage à musique. The Fondation is also involved in disseminating knowledge to students and professionals from various backgrounds, as well as to the community to influence intervention practices within vulnerable populations. The Fondation also supports the mobilization of a Community Social Pediatric Movement in the country and elsewhere in the world.

To get more information about the Fondation du Dr Julien and the Garage à musique, please visit the www.fondationdrjulien.org.

About Simple Plan

With the recent release of their fourth studio album, *Get Your Heart On!*, Simple Plan continues to gain worldwide recognition. The multi-platinum, Montreal-based band boasts worldwide sales topping 8 million and *Get Your Heart On!* has already reached Platinum status in Canada and spawned international hits with *Jetlag* and *Summer Paradise*. A testament to their outstanding popularity, the band has been voted Favourite Canadian Band an unprecedented five times by viewers of the MuchMusic Video Awards. Accolades also include a 2005 Teen Choice Award, 2006 JUNO Fan Choice Award, 2012 Allan Waters Humanitarian Award, 2012 Yahoo! Canadian Impact Award and the 2013 Allan Slaight Humanitarian Spirit Award. Through the Simple Plan Foundation, the JUNO Award-winning band has donated more than \$1M to youth-focused charities since December 2005, helping both young people in need and children facing life-threatening illness in Canada and abroad.

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 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 million. To learn more, please visit: www.ubisoftgroup.com.

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