

NEWS FROM KOLIBREE



Media Contact:

Marcia Simon
marcia@mseusa.com
+1 860 395 7244

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Kolibree Welcomes Game Developer Ubisoft® to Its Oral Health Platform

Curious Rabbids® are on a mission in Kolibree's newest toothbrush game

January 5, 2016 (LAS VEGAS, NV #CES2016) – BWAH! Translation: **Ubisoft's Rabbids®**, the irreverent, wacky characters from the popular video games and TV series Rabbids® Invasion, are being added to Kolibree's roster of child-friendly teaching tools to help kids learn to brush their teeth better to prevent cavities.

This marks Kolibree's next step into a full library of oral health apps. While the **Go Pirate** game remains the flagship feature for children on the Kolibree app along with the **Coach** feature for adults, Rabbids®, available Spring 2016, will be a standalone iOS app, based on the Rabbids video game franchise by Ubisoft, known for its world-renowned brands including Just Dance®.

"We are very happy that Ubisoft has decided to work with the Kolibree platform and adapt their **Rabbids** franchise to help kids have fun learning to brush to teeth better," said Thomas Serval, founder and CEO of Kolibree.

Kolibree's connected sonic toothbrush is the first of its kind with 3D motion sensors to detect which teeth are being brushed and at what angle, providing real-time feedback and storing information to display a 7-day Check Up of how well a user brushes and whether progress is being made toward better hygiene. The Kolibree toothbrush doubles as a game controller. In this case, the better you brush, the more you unlock mini games, such as running and javelin, increasing your chances to advance.

"Kolibree's innovation and approach to helping children learn healthy behaviors at a young age are inspirational and we are proud to have Rabbids® humor infused with Kolibree as part of this endeavor," said Tony Key, SVP of marketing and sales, Ubisoft.

Along with **Rabbids®**, Kolibree is introducing a number of new child-friendly colorful brush handles with intelligence that includes Bluetooth Low Energy, longer battery life and refined features for accurate reports that can be shared with a family's dental professional. Also on display at CES 2016 is Kolibree's new orthodontic brush head that allows individuals wearing braces to more effectively clean their teeth to prevent those dreaded post-orthodontia cavities.

About Kolibree

Kolibree, the smart oral care company, is dedicated to innovation of smart and connected health solutions. Kolibree's flagship product, the world's first connected sonic toothbrush with 3D motion sensors, uses proprietary technology for an interactive tooth brushing experience for children and adults, and provides real-time feedback to improve oral care and oral health. Kolibree has offices in New York, Paris and Hong Kong. Visit kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree and pinterest.com/sharekolibree.

About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2014–15 fiscal year Ubisoft generated sales of €1,464 million. To learn more, please visit www.ubisoftgroup.com.

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