

NEWS FROM KOLIBREE

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Kolibree and Ubisoft® Team Up to Help Kids Prevent Cavities

Game developer launches Rabbids® Smart Brush on Kolibree's toothbrush platform

June 6, 2016 (NEW YORK, USA and PARIS, FRANCE) – Preventing cavities and building healthy smiles just got a boost from a bunch of irreverent and wacky characters from Ubisoft's Rabbids® and popular television series, **Rabbids Invasion**.

The interactive obstacle race game, now available through a new Kolibree-Ubisoft partnership, marks the first time a toothbrush company and major game developer collaborate for a unique solution to the all-too-common parental struggle to improve tooth brushing habits of their young children.

Rabbids Smart Brush features the offbeat and silly Rabbids known for their fun-loving approach to life. This innovative, child-friendly app for children is a teaching tool, guiding young tooth brushers through a crazy running game that supports overall fitness as well as improved dental hygiene.

Kolibree's 3D motion sensors in the electric toothbrush handle allow the toothbrush to double as a game controller, connecting to the mobile app via Bluetooth; the screen displays the game and a visual guide that shows where to brush.

"Bwah, bwah, BWAAAAAAH!" said one curious Rabbid, babbling an indecipherable language the Rabbids developed before they landed on Earth. TRANSLATION: "If you brush your teeth in all the correct areas for the correct amount of time you'll be able in the game to run faster, jump obstacles and cross the finish line to win points and badges. You can compete against your family members, and it's really FUN!"

"Teaching young children about healthy behaviors through technology, innovation and play is Kolibree's mission and a great match for Ubisoft's Rabbids franchise," said Thomas Serval, founder and chairman of Kolibree.

"**Rabbids Smart Brush** perfectly aligns the entertainment of Rabbids video games with Kolibree's philosophy of motivating children to learn healthy habits through play. Together, we deliver an innovative educational gaming experience that's a serious tool for parents and a welcome addition for the Rabbids franchise," said Tony Key, senior vice president of sales and marketing, Ubisoft.

According to a February 2016 Kolibree survey of 230 parents using the Kolibree toothbrush:

- 79% say their family's dental health has improved.
- 81% agree the interactive app and toothbrush are easy for children to use.
- 80% use the app to identify which teeth they need to brush better.
- 87% say Kolibree is effective at removing plaque.

The Kolibree smart sonic toothbrush weighs only 2.5 ounces and uses vibration to gently remove plaque and bacteria that cause tooth and gum disease. Making sure children brush their teeth properly twice a day as dentists recommend becomes an easier routine to manage when brushing is a game.

Rabbids Smart Brush is now available on the App Store for iPhone and iPad FREE through July 15, 2016. The one-time price will then be \$1.99. The **Rabbids Smart Brush** educational mobile game complements the free flagship **Kolibree** app, on the App Store and Google Play, which includes the **Go Pirate** game for kids and **Coach** monitoring feature for adults. Kolibree's smart sonic toothbrush is available at kolibree.com and includes two brush heads and an induction charger. Each toothbrush accommodates up to five users with interchangeable brush heads. Additional 3-packs of color-coded brush heads are available at kolibree.com.

About Kolibree

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions. The world's first connected sonic toothbrush with 3D motion sensors, Kolibree uses proprietary technology for an interactive tooth brushing experience for children and adults, and provides real-time feedback to improve oral care. 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, Watch_Dogs, Tom Clancy's video game series, Rayman and Far Cry. 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 2015-16 fiscal year Ubisoft generated sales of €1,394 million. To learn more, please visit www.ubisoftgroup.com.

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