

## **WILDBRAIN CPLG SYNCs WITH OSOOL ENTERTAINMENT FOR ASSASSIN'S CREED LBE PARTNERSHIP**

**New indoor attractions based on Ubisoft's blockbuster gaming franchise to launch in  
Saudi Arabia**



London, UK – 16 February 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, has secured a deal with Osool Entertainment to develop location-based entertainment (LBE) attractions for the blockbuster video game franchise, Assassin's Creed. Brokered by WildBrain CPLG MENA on behalf of Ubisoft, the agreement will see Osool Entertainment create three brand new Assassin's Creed indoor attractions in Saudi Arabia targeting fans aged 8-40 years.

Scheduled to open in Spring 2021, the Assassin's Creed attractions will be situated within Osool Entertainment's indoor Fizz Adventure parks and consist of a branded parkour course including a rope and ninja course. The immersive experience will bring to life themes and elements from the video game franchise's first instalment, giving guests an opportunity to relive the adventures of Assassin's Creed in a fully themed environment.

Assassin's Creed is a very special success story within the video game industry. Since the first release in 2007, Ubisoft has launched 16 different video games for the franchise across a wide variety of platforms, most recently "Assassin's Creed Valhalla". The Assassin's Creed series has sold more than 155 million games worldwide and the franchise is now established as one of the best-selling series in video game history. Recognised for having some of the richest, most engrossing storytelling in the industry, Assassin's Creed transcends video games and has branched out into numerous other entertainment media, including a 2016



feature film starring Michael Fassbender and a new live-action series which is currently in development at Netflix.

Neesha Law, Commercial Director WildBrain CPLG Middle East, said: “The combination of the rich world of Assassin’s Creed with the game’s cross-demographic appeal and its impressive international fan-base, makes this brand ideally positioned for location-based entertainment partnerships. Osool Entertainment has an exciting portfolio of top-class adventure courses and we look forward to seeing visitors live out their own action-packed, stealthy Assassin’s Creed-themed adventures when the attractions open their doors this Spring.”

Mohammed Al Shethry, CEO and Co-Founder of Osool Entertainment Investment Company, added: “At Osool, we are constantly engaged in developing world-class entertainment venues locally. Inspired by international standards, we endeavor to deliver a fulfilling experience to our visitors. Safety, combined with creativity and innovation, is at the heart of Osool’s vision. This empowering partnership with Ubisoft and WildBrain CPLG allows us to excel in our mission to provide quality entertainment in Saudi Arabia.”

**For more information, please contact:**

Aimée Norman at DDA Blueprint PR

[aimee@ddablueprint.com](mailto:aimee@ddablueprint.com)

+44 (0) 20 7932 9800

**About WildBrain CPLG**

WildBrain CPLG is one of the world’s leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

**About Osool**

Osool is the new face of themed Entertainment in Saudi Arabia. Osool is committed to providing out of sight, electrifying experience in Entertainment. Osool designs, Develops and Operates unique recreational set-ups filled with a galore of terrific activities, bringing families to the world of amusement. Every amusement entity owned by Osool is a distinct brand in itself.

Osools Network of Entertainment Centers include ‘Doos’ Indoor Electric Go Karting ([www.dooskarting.com](http://www.dooskarting.com)), Lambee Soft play for kids ([www.lambee.net](http://www.lambee.net)), Fizz Hawa indoor Inflatable Park etc.



### **About Assassin's Creed**

Since it first launched in 2007, the Assassin's Creed series has sold more than 155 million games worldwide. The franchise is now established as one of the best-selling series in video game history. Recognized for having some of the richest, most engrossing storytelling in the industry, Assassin's Creed transcends video games, branching out into numerous other entertainment media.

### **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, Far Cry, For Honor, Just Dance, Watch Dogs, Tom Clancy's video game series including Ghost Recon, Rainbow Six and The Division. 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 2019–20 fiscal year, Ubisoft generated net bookings of €1,534 million. To learn more, please visit: [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

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