



ULTIMA ONLINE
R E N A I S S A N C E™

The Foremost Internet Virtual World

ULTIMA™ ONLINE

PIONEERED WHAT IS

NOW REFERRED TO



A true adventurer won't be contained by the borders of one land or continent. There is much to see in the world and many ways to get there.



Forge alliances with like-minded players to explore distant lands, pillage dungeons, or withstand evil aggressors.

AS THE MASSIVELY
MULTIPLAYER GENRE.

IT IS A VIRTUAL
WORLD THAT YOU
LIVE AND PLAY IN
SIMULTANEOUSLY OVER
THE INTERNET WITH
THOUSANDS OF
PEOPLE FROM AROUND
THE GLOBE.

Do You Know That...

- * ... in its 3rd year, Ultima Online still attracts thousands of new users per month.
- * ... Ultima Online has more than 140,000 active accounts.
- * ... an Ultima Online account has sold on eBay for \$3,000 real money.
- * ... Ultima Online has sold more than 375,000 units worldwide.
- * ... Ultima Online has recently been featured in *Fortune*, the *Boston Globe*, *The New York Times Magazine* and on CNBC.
- * ... there are currently 17 Ultima Online servers on 3 continents around the world.
- * ... the official Ultima Online Web site has more than 1.5 million visitors a month.
- * ... Ultima Online is currently translated into Japanese, Korean, French, German and Anglicized English, with Chinese translations underway.
- * ... by total revenue and numbers of subscribers, Ultima Online is the most successful online persistent world ever created.
- * ... Ultima Online was voted Online Game of the Year by the Academy of Interactive Arts and Sciences two years running.

“The Sky’s the Limit”

— PC Gaming World



A seasoned adventurer will often offer guidance to newcomers just for the asking, but trust is the rarest of gifts.



The world is a varied and wondrous place, from frozen tundras to dense jungles, from the harshest of environments to the kindest.



Major cities are travelers’ havens and merchants’ dreams, as players buy, sell and trade anything... for a price.

Ultima Online

Ultima Online Is More Than A Game Because...

It’s A Persistent World.

Your actions have a real, lasting impact on the world of Ultima Online. Players have built cities, run taverns and waged war in Britannia.™

The Possibilities Are Endless.

Craft your own sword, tame animals, build a house, run a shop, delve deep into perilous dungeons or just chat with friends over a goblet of virtual wine.

It’s The First Truly Global Game.

Ultima Online makes the world your playground with features specifically designed to bring together players from different countries.

You’re Never Alone.

Thousands of players in the virtual world at one time means that you’ll never run out of people with whom to interact. Form alliances, break treaties, join a guild — the only limit is your imagination.

Are
you
with
us?
™

WWW.UO.COM

New Renaissance Features: **The Original Massively Multiplayer Game Enters a Golden Age.**

New Tutorial

A completely new and thorough interactive tutorial will teach you all you need to know to get started in the world.

The Companion Program

More than 2,000 trained volunteers will meet and assist new players, matched by skill and profession.

The Town of Haven

A town specifically for players who are new to the game, where they can receive one-on-one training from Companions, free from the crowding and dangers of the main game world.

Safe Zones

New land areas that prohibit player vs. player combat, so you can develop your character without fear of being attacked by more advanced players.

Party System

An all-new comprehensive party system makes it easy to adventure with a group of friends by facilitating group communication, movement, combat, resource sharing and profit sharing.

New Skills & Management System

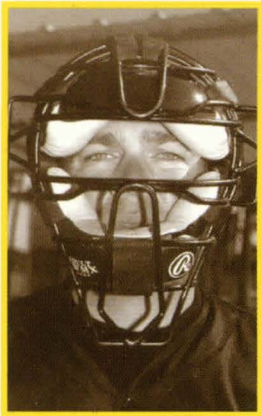
A new skill system design feature allows for more exact control over the development of your character.

Housing Areas

Double the amount of land mass dedicated to player housing so players can live the Britannia dream.



"Off with thine head!" Players gather for many festive occasions, from spirited skill competitions to the occasional execution.



In Life

Name: Todd Pratt
Hometown: New York, NY
Occupation: Professional
Baseball Player
Hobbies: RPGing, mountain biking
Goals: Raise my kids to be healthy and happy

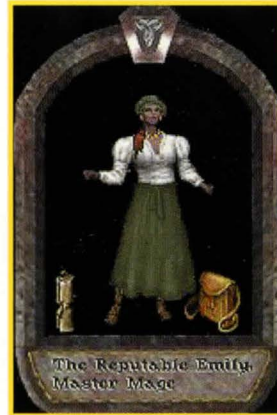
In Life

Name: Elizabeth
Hometown: Minneapolis, MN
Occupation: Event Planner
Hobbies: Ethnic cooking, reading
Goals: Travel to every corner of the earth



In UO

Name: Stormbringer
Hometown: Britain
Occupation: Healer
Hobbies: Chess, adventuring
Goals: To join Lord British's personal guard
Time in UO: 2 years, 2 months
Primary skills: Swordsmanship and arms lore
Favorite weapon: Long Sword of Vanquishing



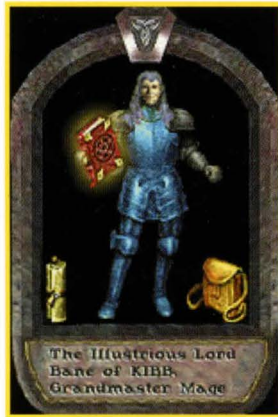
In UO

Name: Emily
Hometown: Moonglow
Occupation: Tavern Owner
Hobbies: Magery, planning weddings
Goals: To become a Grand Master Mage
Time in UO: 8 months
Primary skills: Cooking, taste identification, enticement
Favorite event: Weddings, of course

Who Will You Be?

In UO

Name: Bane
Hometown: Britain
Occupation: Guild Master
Hobbies: Treasure hunting, assassinations
Goals: Build a castle
Time in UO: 2 years
Favorite dungeon: Despire
Worst enemy: The Jerky Guild



In UO

Name: Freefall
Hometown: Occllo
Occupation: Seamstress
Hobbies: Hunting, sewing hides into armor
Goals: Build shopping mall in UO
Time in UO: 9 months
Primary skills: Tailoring and archery



In Life

Name: Ed
Hometown: Los Angeles, CA
Occupation: 3D Animator
Hobbies: Snowboarding, basketball and classic video games
Goals: Work on the new Star Wars trilogy

In Life

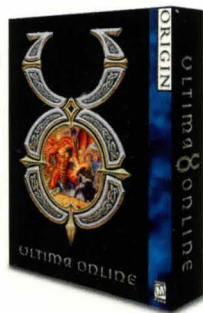
Name: Tes
Hometown: Los Angeles, CA
Occupation: Bridal Gown Designer
Hobbies: Interior design, oil painting and shopping
Goals: Design gowns for Hollywood stars





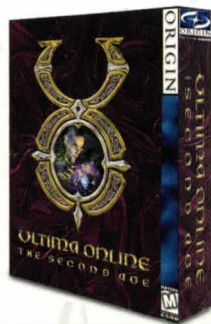
"The Future of Interactive Entertainment"

— PC Gamer



Ultima Online — September 1997.

The original UO revolutionized online gaming and set the standard by which all have since been judged.



Ultima Online: The Second Age — October 1998.

This follow-up release to UO added increased landmass and a plethora of new creatures and features.



Ultima Online: Renaissance — March 2000.

Once again UO will raise the bar and redefine the massively multiplayer genre.

Are
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with
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TM

A vibrant community of more than 140,000 players from around the world brings *Ultima Online* to life. Day and night you'll find an endless assortment of activities to engage in, ranging from prize fights to theater productions. The hundreds of guilds ensure that you'll have no trouble finding those with like interests.

The world of *Ultima Online: Renaissance* awaits...

Ultima Online is currently available at local computer retailers. After the first 30 days of free game time, players are charged US \$9.95 per month. An Internet connection (not included) is required to play. The game is available from the Electronic Arts Store, <http://www.eastore.ea.com> and EA Direct Sales at 1-800-245-4525. More information on *Ultima Online* can be found at <http://www.uo.com>.

System Requirements for *UO: Renaissance* INTERNET CONNECTIVITY REQUIRED TO PLAY.

Required:

- Operating System = Windows 95 or 98
- CPU Type and Speed = Pentium 200MHz
- Hard Drive Space = 383MB of uncompressed space available
- Memory = 32MB RAM
- Internet = Slip/PPP or direct connect at 28.8 kbps or better with 32-bit TCP/IP stack
- Graphics = 100% Windows 95 or Windows 98 compatible; 2 MB PCI video card, 16-bit, DirectX supported
- CD-ROM Speed = 100% Windows 95 or Windows 98 compatible; 4X CD-ROM drive
- Other Needs = Microsoft-compatible mouse, 100% Windows 95 or 98 compatible; 16-bit sound card, DirectX supported

Recommended:

- Pentium II 233MHz CPU
- 32MB RAM
- 650MB uncompressed space available
- 100% Windows 95 or Windows 98 compatible, 4 MB PCI video card, 16-bit, DirectX supported
- 100% Windows 95 or Windows 98 compatible; 8X CD-ROM drive
- Slip/PPP or direct connect at 56.6 kbps or better with 32-bit TCP/IP stack

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