



**NEWS RELEASE**

**“COME ON DOWN!” AND PLAY LUDIA’S  
THE PRICE IS RIGHT™ DOWNLOADABLE GAME**

**Montreal, Canada, March 26, 2008**– Interactive entertainment company Ludia today announced the immediate availability of *The Price Is Right*™ downloadable game, based on the highly successful television show. Players can now “COME ON DOWN” for their shot in Contestant’s Row, bid on items in 16 different pricing games, test their luck with spinning *The Big Wheel*, and experience the winner-takes-all tension of the *Showcase Showdown* - all with a simple download.

“‘The Price Is Right’ is one of the most successful game shows in history, and the perfect format for an interactive game,” said David Luner, Senior Vice President, Interactive & Consumer Products, FremantleMedia Enterprises in North America, licensor of “The Price Is Right”. “Not only is the game incredibly true to the show, it’s a lot of fun to play.”

Highlighting the quality of the title, Ludia’s founder and CEO, Alex Thabet added, “Our team has worked tirelessly to create an authentic, easy-to-play game that gives players access to ‘The Price Is Right’ stage on their home computers. This first Ludia game release sets the high standard that we intend to maintain for each of our upcoming titles.”

*The Price Is Right* downloadable game features:

- Two modes of play:
  - **Single Player Mode:** Play solo through multiple shows while avoiding strikes to rack up the biggest winnings.
  - **Party Mode:** Friendly, family fun for up to four players with the winner determined by the cumulative value of prizes earned during the game.
- 16 of the most popular pricing games, including *Plinko*, *Cliff Hangers*, *Punch-A-Bunch* and *Hole In One*.
- A personal trophy room where players rack up achievements and track winnings.
- Authentic theme music, game sounds and announcer audio featuring Rich Fields.

*The Price Is Right* game also employs Ludia’s innovative “Rank Me In” system that enables players to create or join groups of family and friends to track each other’s winnings.

*The Price Is Right* downloadable game will be available for PC for \$19.99 on major downloadable game destinations, including [www.PlayTPIR.com](http://www.PlayTPIR.com)

# Ludia Inc.

## About Ludia Inc.

Ludia creates and distributes cross-platform interactive entertainment with mass consumer appeal. Ludia's product portfolio consists of original and branded properties, including American Idol®, The Price Is Right™ and Hell's Kitchen. Ludia seamlessly integrates product placement opportunities as part of the entertainment experience and enables effective connections between brands and their target audiences. Based in Montreal, Canada, Ludia completed its first round of financing from private investors last year.

[www.ludia.com](http://www.ludia.com)

## **About FremantleMedia Enterprises & FremantleMedia**

FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

## **About Fremantlemedia North America**

FremantleMedia North America (FMNA) is the U.S. production division of global media giant FremantleMedia. Based in Burbank, California, FMNA produces entertaining and innovative television programs for network, cable and syndicated platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "American Idol Rewind" (syndicated), "American Idol Extra" (Fox Reality Channel), "America's Got Talent" (NBC), "Farmer Wants A Wife" (The CW), "Can You Duet" (CMT), "The Janice Dickinson Modeling Agency" (Oxygen), "Property Ladder" (TLC), "Family Feud" (syndicated), "Temptation" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

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