



NEWS RELEASE

**LUDIA TO PUT ITS SPIN ON “PRESS YOUR LUCK”;
SIGNS EXCLUSIVE, MULTI-YEAR DEAL WITH FREMANTLEMEDIA ENTERPRISES
FOR VIDEO GAMES BASED ON THE HIT GAME SHOW**

MONTREAL, CANADA. October 29, 2008 -- Interactive entertainment company Ludia Inc. will create games based on the popular television game show *Press Your Luck*, it was jointly announced today by Alex Thabet, Founder and CEO of Ludia Inc., and Olivier Delfosse, Senior Manager, Interactive FremantleMedia Enterprises, licensor for “Press Your Luck”. The multi-year exclusive agreement will bring the *Press Your Luck* game show experience to the PCs, consoles, iPods and iPhones of players worldwide.

The *Press Your Luck* game will retain all of the favorite elements of the classic show, rendered with a dynamic redesign, including hundreds of new trivia questions to answer, “spins” on an interactive giant game board, and the iconic Whammy providing never-before-seen animated antics. In addition, the *Press Your Luck* game will incorporate connected gaming elements to make it easy and entertaining for friends and family to play and interact together. Both single and multiplayer game modes will be supported, as well as reward systems to fuel competitive fun, and player avatars that can be customized and personalized.

“*Press Your Luck* is an enduring franchise with built-in game play elements that have broad appeal,” explained Thabet. “It is a perfect fit with Ludia’s strategy of bringing highly accessible titles to the mass market, and helps to expand our offering in the increasingly in-demand game show category of casual games.”

“Given the fantastic job Ludia did with producing *The Price Is Right Game*, we are excited to have them extend another one of our much-loved game show brands into an interactive entertainment experience,” added Delfosse. The *Press Your Luck* TV show was watched by millions, and now even more people will be able to experience it by playing the video game, which we are sure will resonate with both existing fans and wider audiences alike.”

The *Press Your Luck* game is slated to launch across all major game platforms in 2009.

About Ludia Inc.

Ludia creates and distributes cross-platform interactive entertainment with mass consumer appeal. Ludia's innovative and high-quality product portfolio consists of original and branded properties, including American Idol®, Hell's Kitchen™ and The Price Is Right™. Based in Montreal, Canada and founded by experienced industry players, Ludia completed its first round of financing from private investors last year.

Ludia Inc.

About FremantleMedia Enterprises & FremantleMedia

FremantleMedia Enterprises is the content exploitation 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), "The Next Great American Band" (FOX), "America's Got Talent" (NBC), "American Inventor" (ABC), "Thank God You're Here" (NBC), "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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