



## NEWS RELEASE

### **Ludia And FremantleMedia Enterprises Announce The Price Is Right™ Game For iPhone And iPod touch Available Now On Apple App Store**

**Montreal, Canada, November 18, 2008**— Interactive entertainment company Ludia and FremantleMedia Enterprises (FME), the brand extension arm of *The Price Is Right*™ producer FremantleMedia, today announced the launch of *The Price Is Right* game on the Apple App Store. Based on the highly successful television game show, iPhone and iPod touch owners can now “COME ON DOWN” anytime, anyplace for their shot in *Contestant’s Row*, to bid on items in 16 different pricing games, to test their luck with spinning *The Big Wheel*, and experience the winner-takes-all tension of the *Showcase Showdown*.

“After more than 35 years *The Price Is Right* remains one of the most successful game shows in history, and it’s very exciting to expand *The Price Is Right* experience to revolutionary products like iPhone and iPod touch.” said David Luner, Senior Vice President, Interactive & Consumer Products, FME, North America.

Ludia’s founder and CEO, Alex Thabet said, “We are thrilled to bring *The Price Is Right* to such truly groundbreaking devices. The intuitive Multi-Touch screen, rich graphics and great sound capabilities all combine for a tremendously satisfying game play experience for iPhone or iPod touch users.”

*The Price Is Right* game for iPhone and iPod touch features:

- Three game modes:
  - **Three Strikes** mode: Play solo through multiple shows while avoiding strikes to rack up the biggest winnings.
  - **Classic Game** mode: Play game sequences as seen on TV for a “true-to-show” experience.
  - **Party Game** mode: Pass n’ play fun for up to four players with the winner determined by the cumulative value of prizes earned during the game.
- 16 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 is available for \$4.99 from the Apple’s App Store on iPhone and iPod touch or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/).

For more information about The Price is Right video game, please visit: [http://www.cbs.com/daytime/the\\_price\\_is\\_right/](http://www.cbs.com/daytime/the_price_is_right/).

## 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. 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).

### **About "THE PRICE IS RIGHT"**

*The Price Is Right*, the longest-running game show in television history, is hosted by Drew Carey and produced by FremantleMedia North America, *The Price Is Right* is broadcast weekdays (11:00 AM-12:00 Noon, ET; 10:00-11:00 AM, PT) on the CBS Television Network.

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## **Ludia Inc.**

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