



NEWS RELEASE

**Ludia Serves Up Hell's Kitchen Game For iPhone and iPod touch on Apple App Store:
Based on ITV Global Entertainment's USA Version of 'Hell's Kitchen' featuring Gordon Ramsay**

Montreal, Canada, February 17, 2009– Interactive entertainment company Ludia today announced the launch of its Hell's Kitchen game for iPhone and iPod touch on the Apple App Store. Based on the Granada America television phenomenon, iPhone and iPod touch owners can now feel the show's pressure-cooker atmosphere anytime, anyplace along with the acerbic commentary of Gordon Ramsay who judges and rates player performance at each stage of the game. Players can also unlock recipes from the show as a reward for progress in the game.

"Hell's Kitchen viewership has grown each season and fans of both the show, and of Gordon Ramsay, have become increasingly dedicated," said Katrina Moran, executive vice president for Digital Media, Granada America. "We are pleased that new and existing fans can now enjoy a Hell's Kitchen experience on-the-go via the revolutionary iPhone and iPod touch."

Ludia's founder and CEO, Alex Thabet said, "The Hell's Kitchen game is perfectly suited to take advantage of the power of these devices. Rich graphics featuring Gordon Ramsay in 3D, realistic sound effects, and easy touch screen game play to quickly move players from dining room to kitchen all combine to create one of the most dynamic iPhone and iPod touch games available."

The Hell's Kitchen game for iPhone and iPod touch features:

- The ability to master all aspects of cooking: preparation, cooking and service, just like the contestants on the US TV show.
- Gordon Ramsay watching your every move, judging & commenting your performance.
- Two exciting modes of play:
 - In Career mode, play an entire career calendar of kitchen and dining challenges. Work your way up to a prestigious Five Star establishment.
 - In Arcade mode, concentrate efforts on food prep and cooking. Can you keep up with the pressure before your time is up?
- 35 recipes from the Hell's Kitchen show to unlock as players progress through the game.

The Hell's Kitchen game is available for \$5.99 from Apple's App Store on iPhone and iPod touch or at www.itunes.com/appstore/

Ludia Inc.

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 in 2007.

www.ludia.com

About Granada America

About Granada America is the U.S.-based production entity of ITV plc, one of Europe's largest producers and broadcasters of quality television programs. Based in Los Angeles and New York, Granada America produces drama, reality, comedy and documentaries for the American market.

About Granada Ventures

Granada Ventures is the highly profitable and fast-growing consumer products division within ITV Plc. The company currently works with almost 200 licensees throughout 70 countries, with more than 1,000 product lines across Children's, Entertainment, Sports, Comedy, Drama and Film properties. Specialist licensing and marketing teams are based in London and LA, with group offices in Germany, Australia, Brazil and Hong Kong.

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