



**NEWS RELEASE**

***LUDIA FINDS WALDO!***  
**LUDIA AND ENTERTAINMENT RIGHTS INK WORLDWIDE DEAL TO DEVELOP  
*WHERE'S WALDO?*® VIDEO GAMES ACROSS MULTIPLE PLATFORMS**

**MONTREAL, CANADA/NEW YORK, NY, February 24, 2009**—Interactive entertainment company Ludia Inc. and Entertainment Rights jointly announced today that Ludia will create video games based on publishing phenomenon and ultimate world traveler, *Where's Waldo?*®. Through the exclusive multi-year deal, the pop culture icon will leap from the pages of his best-selling books to engaging new games for consoles, PC/Mac, iPhone and iPod touch—for the first time ever. The first in the game series, "*Where's Waldo?: The Fantastic Journey*" is slated to launch across several major platforms later this year.

"Waldo is one of the most recognizable characters in the world, and his adventurous spirit and cross-generational appeal is exactly what will be invoked in this family game series," said Alex Thabet, Founder and CEO of Ludia Inc. "This deal broadens the Ludia portfolio and is in line with our successful strategy of taking immensely popular brands, translating them into rich interactive entertainment experiences for the whole family, then making them widely available on the platforms of their choice."

*Where's Waldo?* video games will feature all of the treasured scenes and characters from the classic books, brought to life in a unique hidden-object adventure that is intrinsic to the brand. Now, families can JOIN THE SEARCH! with up to four players in several different themed environments, competitive or cooperative game modes, as well as jaw-dropping power-ups and rich rewards systems.

"Our partnership with Ludia marks the next phase of Waldo's 21<sup>st</sup> birthday celebration. We are pleased to be working with Ludia to deliver innovative and highly engaging games that will bring the search-and-find experience to life in a spectacular new way," added Laura Turner Laing, VP, Global Digital Media & Music, Entertainment Rights Plc, which holds the worldwide rights to *Where's Waldo?*. "The game will play a key role in the 2009 brand strategy for Waldo, and we are excited to send him on his newest journey."

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

# Ludia Inc.

## **About Where's Waldo?**

Created by Martin Handford and first published in 1987, *Where's Waldo?* is one of the most recognizable characters in the world and a pop culture icon. A global publishing phenomenon with over 46 million books sold worldwide, the successful series is published in over 50 countries and has been translated into more than 25 languages. JOIN THE SEARCH! as the ultimate world traveler graduates beyond books and gets his digital passport. Online, in-store, or at events—who knows where Waldo will be spotted next? Spot Waldo online at [FindWaldo.com](http://FindWaldo.com).

## **About Entertainment Rights**

Entertainment Rights Plc (ER) is a global entertainment media company, with a portfolio that includes some of the world's most popular children's, family and pop-culture brands. With offices in London, New York and Nashville, the Company specialises in the origination, acquisition and distribution of children's and family programming, characters and brands. The Company's catalogue appeals to a broad demographic from pre-school children to young adults and families. The ER catalogue consists of more than 3,600 hours of content that has been distributed in more than 170 territories worldwide. ER's expertise is in the exploitation of its catalogue of brands and content in a number of key disciplines, including television and theatrical distribution, product licensing and merchandising, live and home entertainment, and digital media.

ER is a publicly quoted company listed on the London Stock Exchange. Annual revenues have increased from £1.8m in 1999 to £68.1m in 2007, the last reported financial year.

Key brands in ER's global portfolio include Postman Pat®, Where's Waldo?®, Tinga Tinga Tales™, VeggieTales®, Rupert Bear®, George Of The Jungle™, Lassie®, Casper The Friendly Ghost®, Basil Brush®, Finley The Fire Engine™, The Lone Ranger®, He-Man® and the Masters of the Universe®, She-Ra™, and Rudolph the Red-Nosed Reindeer®.

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