



NEWS RELEASE

**LUDIA AND CBS CONSUMER PRODUCTS TEAM UP FOR VIDEO GAMES BASED ON THE EMMY® AWARD WINNING ‘THE AMAZING RACE’ TV SERIES**

**MONTREAL, CANADA, March 27, 2009**—Interactive entertainment company Ludia Inc., and CBS Consumer Products announced today that Ludia will create video games based on the seven-time Emmy® award-winning “The Amazing Race” television series. The North America-wide deal will see the reality TV sensation launch games across multiple platforms in tandem with the show’s 15<sup>th</sup> season. “The heart-pounding adventure, around-the-world competition and postcard worthy settings of ‘The Amazing Race’ are perfectly suited for video game adaptation,” said Alex Thabet, Founder and CEO of Ludia. “We are thrilled to add such a high-energy, suspenseful franchise to our slate, and we will infuse those key elements into a highly social, team-based multiplayer game that unites duos in cooperative game play to compete against rivals.”

“The Amazing Race” video game teams players up in pairs for an unforgettable journey across exotic locations and continents in a race against time and other teams. Players work to find each checkpoint and take on dozens of frantic challenges and tasks as they navigate Detours, Roadblocks and other unpredictable game elements from the show. Working together strategically throughout the game is essential as each team tries to discover hidden clues that are crucial to getting them to the Pit Stop first-and one step closer to ultimate victory at the check-in mat.

“We are delighted to be working with Ludia to deliver an ‘Amazing Race’ experience to a broader public and to offer fans of the show a heightened new level of interaction with the brand,” adds Liz Kalodner, Executive Vice President & General Manager of CBS Consumer Products.

**About Ludia Inc.**

Ludia creates and distributes cross-platform interactive entertainment with mass consumer appeal. Located in Montreal and founded by experienced industry players, Ludia's innovative and high-quality product portfolio consists of original and branded properties including *American Idol*®, *Hell's Kitchen*™, *Press Your Luck*, *The Price Is Right*™ and *Where's Waldo?*®.

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

**About CBS Consumer Products**

CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Paramount Network

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## **Ludia Inc.**

Television and CBS Television Distribution, as well as from the company's extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise. For more information, visit [www.CBS.com](http://www.CBS.com).

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