



NEWS RELEASE

**LUDIA SIGNS EXCLUSIVE, MULTI-YEAR DEAL WITH FREMANTLEMEDIA ENTERPRISES FOR MULTI-PLATFORM 'FAMILY FEUD' VIDEO GAMES**

**MONTREAL, CANADA, May 28, 2009**—Interactive entertainment company Ludia Inc. and FremantleMedia Enterprises (FME) announced today that Ludia will create video games based on one of the longest-running and most successful game shows, *Family Feud*. The exclusive, multi-year deal will result in games across major platforms including PC/Mac, console, iPhone™ and iPod® touch.

“We are excited to create compelling game play experiences around *Family Feud* that new and existing fans can engage with across multiple platforms,” said Alex Thabet, Founder and CEO of Ludia Inc. “This deal also helps round out the Ludia portfolio of game show video games, which we believe to be a category with fantastic potential.”

The *Family Feud* games will feature all of the favorite elements of the show as played on television, with two “families” playing against each other in a contest to name the most popular answers to survey questions posed to 100 people. The game will be rendered with a dynamic redesign of familiar aspects such as the scoreboard, face offs, strikes, stealing and ‘fast money’ rounds. The *Family Feud* game will also 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 the competitive fun between families, and player avatars that can be customized and personalized.

“After more than 33 years, the Emmy-award winning *Family Feud* is one of the most iconic and enduring game shows on the air,” said Olivier Delfosse, Director, Interactive, FremantleMedia Enterprises, licensor for the program. “Given our tremendous success with *The Price Is Right*, we are very pleased to have Ludia create another fresh offering of video games for fans of *Family Feud*, game show enthusiasts and wider audiences alike.”

Earlier this year, FremantleMedia Ventures announced a strategic minority equity investment in Ludia as part of its ongoing expansion into the high-growth video games market. FME, which is the brand extension arm of FremantleMedia, also has other brands in Ludia’s portfolio, including *American Idol*, *Press Your Luck* and *The Price is Right*. *Family Feud* is produced by FremantleMedia North America and has appeared in over 30 countries in various forms, including celebrity specials.

The first of the *Family Feud* games is slated for launch in September 2009.

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# Ludia Inc.

## **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 Amazing Race*™, *The Price Is Right*™ and *Where's Waldo?*®.

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

## **About FREMANTLEMEDIA ENTERPRISES, FREMANTLEMEDIA VENTURES & FREMANTLEMEDIA**

FremantleMedia Enterprises (FME) is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. FremantleMedia Ventures is the in-house investment arm of FremantleMedia, funding internal projects and external companies in high-growth areas of the media industry.

Both are divisions 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 "FAMILY FEUD"**

Taped in Los Angeles, FAMILY FEUD is produced by FremantleMedia North America and distributed in the U.S. by Debmar-Mercury. Gaby Johnston is executive producer. Ken Fuchs is director.

## **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), "America's Got Talent" (NBC), "Celebrity Family Feud" (NBC), "The Osbournes: Reloaded" (FOX), "Hole In The Wall" (FOX), "Farmer Wants A Wife" (The CW), "The Phone" (MTV), "Rock The Cradle" (MTV), "Can You Duet" (CMT), "The Janice Dickinson Modeling Agency" (Oxygen), "Family Feud" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

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For press inquiries, please contact:

Eva Jando  
Ludia, Inc.  
(514) 313-3370  
[eva@ludia.com](mailto:eva@ludia.com)

For FME:

Nyla Saleh  
Edelman PR  
(212) 704-8101  
[nyla.saleh@edelman.com](mailto:nyla.saleh@edelman.com)