



NEWS RELEASE

LUDIA ANNOUNCES ONE MILLION UNITS SOLD OF ‘THE PRICE IS RIGHT’ GAME

Premiere Video Game Based On Longest-Running Game Show Scores Big Across Multiple Platforms

MONTREAL, CANADA, May 28, 2009—Interactive entertainment company Ludia Inc. today announced that its premiere game, *The Price Is Right*, has sold one million units across multiple platforms since its launch in March 2008. Based on information from retail and digital distribution channels, a *Price Is Right* game has been purchased on average almost every thirty seconds since its release online, in retail and on the Apple App Store.

“We are very proud that *The Price Is Right* game has given so many players countless hours of enjoyment on the platform of their choice, said Alex Thabet, Founder and CEO of Ludia Inc. “The strong sales of this game show title in retail and digital channels proves that our multiplatform strategy can result in tremendous reach and ongoing sales potential.”

“After more than 37 years, *The Price Is Right* remains a highly successful television game show with phenomenal longevity,” said David Luner, Senior Vice President, Interactive & Consumer Products, FremantleMedia Enterprises (FME), North America, the program’s licensor. “Ludia’s *The Price Is Right* game hitting this impressive milestone is very exciting to see, and is a strong affirmation that the brand continues to resonate in new ways with fans of all ages.”

The Price Is Right game debuted in North America for PC, Mac®, Nintendo™ Wii, DS, iPhone™ and iPod® touch on the Apple App Store, and will be available on other platforms to be announced shortly.

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*, *Family Feud* and *Press Your Luck*. *The Price is Right* is the longest-running program in television history and has been broadcast in the United States since 1972. The current program is produced by FremantleMedia North America.

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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

Ludia Inc.

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 "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.

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

For FME:

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