

## **WARNER BROS. INTERACTIVE ENTERTAINMENT AND LUDIA ANNOUNCE**

### ***THE BACHELOR & THE BACHELORETTE VIDEOGAMES***

Burbank, Calif. – July 29, 2009 – Warner Bros. Interactive Entertainment and Ludia Inc. today announced a deal to create and distribute videogames based on the hit reality TV dating shows *The Bachelor* and *The Bachelorette*, from Warner Horizon Television and created by Mike Fleiss. The worldwide licensing and distribution arrangement will launch the videogames across multiple platforms following the conclusion of *The Bachelor*'s 14<sup>th</sup> season in 2010 on the ABC Television Network.

"*The Bachelor* and *The Bachelorette* are extremely popular on television and we are looking forward to bringing the properties into the videogame space," said John Quinn, Executive Vice President, Worldwide Operations, Warner Bros. Interactive Entertainment. "These games are meant to engage fans of the show and the wider public beyond television, enriching the overall entertainment experience around the brand."

"*The Bachelor* and *The Bachelorette* are first-rate licenses in reality TV's dating genre, which is a hugely popular category with television viewers," said Alex Thabet, Ludia's founder and CEO. "We see great potential for the segment within the context of video games, and look forward to our collaboration with Warner Bros. Interactive Entertainment to deliver a true-to-show game experience on a wide variety of platforms."

*The Bachelor* and *The Bachelorette* videogames will be distributed in retail by Warner Bros. Interactive Entertainment and in digital formats by Ludia.

Created by Mike Fleiss (the upcoming *More to Love* and *There Goes the Neighborhood*), *The Bachelor* and *The Bachelorette* television series are produced by Next Entertainment in association with Warner Horizon Television. For both series, Fleiss and Martin Hilton are the executive producers, and Chris Harrison is the host.

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**About Warner Bros. Interactive Entertainment**

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

**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*<sup>®</sup>, *Hell's Kitchen*<sup>™</sup>, *Press Your Luck*<sup>™</sup>, *The Amazing Race*<sup>™</sup>, *The Price Is Right*<sup>™</sup> and *Where's Waldo?*<sup>®</sup>. [www.ludia.com](http://www.ludia.com)

**About *The Bachelor* and *The Bachelorette***

*The Bachelor* and *The Bachelorette* are original primetime romance reality series on ABC. The Bachelor revolves around a bachelor who chooses a potential wife from among approximately 25 women. *The Bachelorette* is a spin off program of the *The Bachelor* in which the format is gender-reversed.

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