



**NEWS RELEASE**

**LUDIA AND CBS CONSUMER PRODUCTS TEAM UP FOR VIDEO GAMES  
BASED ON THE CLASSIC 'HOLLYWOOD SQUARES' GAME SHOW**

**MONTREAL, CANADA, November 05, 2009**—Interactive entertainment company Ludia Inc., and CBS Consumer Products announced today that Ludia will create video games based on the timeless TV game show *Hollywood Squares*. The North America-wide exclusive deal will result in games across major platforms including PC/Mac, consoles, iPhone™ and iPod® touch.

“*Hollywood Squares* is one of the most recognizable and timeless TV game shows, and we are thrilled to create a video game experience around it that players can enjoy on the platform of their choice,” said Alex Thabet, Founder and CEO of Ludia Inc. “This deal serves to enhance Ludia’s portfolio of game show video games, which is proving to be a highly successful category for us.”

The *Hollywood Squares* game will feature all of the favorite elements of the show as played on television, as two contestants play head-to-head in a bid to win money and prizes. Nine open-faced cubes make up the tic-tac-toe style “board” for the game which are occupied by celebrities/TV personalities. The stars are asked questions and players judge whether their answers are true or false, all the while incorporating outrageous “zingers” and “bluffs” to fuel the fun. Each correct answer earns the player a square on the board, and the first player to mark three squares in a row wins the game.

The *Hollywood Squares* video game will also incorporate connected gaming elements, single and multiplayer game modes, as well as reward systems to fuel the competitive fun between players. Additionally, the game will incorporate bonus video of the funniest moments from the TV show.

The first of the *Hollywood Squares* games is slated for release in 2010.

**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*®, *The Bachelor & The Bachelorette*, *Family Feud*®, *Hell's Kitchen*™, *Press Your Luck*, *The Amazing Race*™, *The Price Is Right*™ and *Where's Waldo?*®.

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

## Ludia Inc.

### **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 Television Studios 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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