



NEWS RELEASE

LUDIA AND CLASSIC MEDIA BRING THE THRILL OF FINDING WALDO TO iPhone AND iPod TOUCH – LETTING WALDO WANDER WHEREVER HIS FANS DO!

***WHERE'S WALDO? @ THE FANTASTIC JOURNEY GAME*
AVAILABLE ON APP STORE**

MONTREAL, CANADA and NEW YORK, NY DECEMBER 9, 2009—Interactive entertainment company Ludia Inc. and Classic Media, a global media company with a portfolio of some of the world's leading kids, family and pop-culture brands today announced the launch of *Where's Waldo?® The Fantastic Journey* game for iPhone™ and iPod® touch on the App Store. Based on the hit publishing series, *Where's Waldo? The Fantastic Journey* enables fans of the elusive Waldo to enjoy an engaging hidden-object game experience anywhere, anytime.

“We are thrilled to bring Waldo, one of the most recognizable characters in the world, to one of the most revolutionary devices in the market,” said Alex Thabet, Founder and CEO of Ludia Inc. “*Where's Waldo? The Fantastic Journey* combines game play that is ideal for the iPhone and iPod touch, with lively animations in multiple worlds, resulting in one of the most dynamic hidden object games available on the App Store.”

Where's Waldo? The Fantastic Journey is the ultimate search and find adventure for all ages, as players scour the virtual globe in search of Waldo and friends Wizard Whitebeard, Wenda, and Woof and foe, Odlaw. There are hundreds of hidden items for players to find within twelve different magical worlds. The game play is enhanced with surprises designed to challenge players during their search, including:

- Wacky Paint: Splatters of colorful paint fill the screen.
- Frosty: Freezes the search window by encasing it in ice.
- Thunder Clap: Makes the whole screen shake.
- Upside Down: Flips the search upside down.
- Sparkly: Keep an eye on twinkle and glitter effects to detect items.

“For the iconic world traveler *Where's Waldo?*, arriving on the App Store is truly the ultimate destination,” said Nicole Blake, Senior Vice President, Marketing & Consumer Products, Classic Media.

Ludia Inc.

“We are excited that fans can now experience the thrill of finding Waldo on-the-go via the latest mobile devices like iPhone and iPod touch.”

Where's Waldo? The Fantastic Journey game is available for \$4.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/

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

About *Where's Waldo?*

Created by Martin Handford and first published in 1987, *Where's Waldo?* is one of the most recognizable characters in the world and a pop culture icon. A global publishing phenomenon with over 46 million books sold worldwide, the successful series is published in over 50 countries and has been translated into more than 25 languages. JOIN THE SEARCH! as the ultimate world traveler graduates beyond books and gets his digital passport. Online, in-store, or at events—who knows where Waldo will be spotted next? Visit Waldo online at Findwaldo.com.

About Classic Media

Classic Media, one of the world's largest independent entertainment companies, is a leader in reinventing the classics of yesterday and creating the classics of tomorrow. The Company owns and manages a globally-recognized portfolio of well-known family and pop-culture entertainment brands, including *Casper the Friendly Ghost*®, *Where's Waldo?*®, *The Lone Ranger*®, *Lassie*®, *Postman Pat*®, and new global brands *Tinga Tinga Tales*® and *Guess with Jess*®. Big Idea, a member of the Classic Media family, is the leading faith-based studio and producer of children's programming, including the best-selling animated series, *VeggieTales*®. More than 3,600 hours of Classic Media programming is distributed in more than 170 territories worldwide and showcased in multiple formats, including TV, film, home video, consumer products, publishing, digital, and music.

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