



NEWS RELEASE

LUDIA AND FREMANTLEMEDIA ENTERPRISES ANNOUNCE THE FAMILY FEUD GAME FOR iPhone AND IPOD TOUCH AVAILABLE NOW ON THE APP STORE.

MONTREAL, CANADA December 16, 2009 — Interactive entertainment company Ludia and FremantleMedia Enterprises (FME) today announced the launch of the *Family Feud* game for iPhone® and iPod touch® on the App Store.

Based on one of the most successful and beloved family game shows of all time, iPhone and iPod touch owners can now play anywhere, anytime as the leader of a ‘family’ in a contest to name the most popular answers to survey questions posed to 100 people. The game features all of the favorite elements of the show as played on television, including the scoreboard, face offs, strikes, stealing and ‘fast money’ rounds. Players also can enjoy *Family Feud* in multiplayer mode as they challenge family and friends head-to-head, or compete solo against the computer.

“We are excited to bring *Family Feud*, one of the most popular TV game shows and one that holds a consistently strong fan base, to devotees of the iPhone or iPod touch,” said Alex Thabet, Founder and CEO of Ludia Inc. “This *Family Feud* game release reinforces our strategy of delivering high quality products on the most popular devices so that people can have great game experiences in all the places they like to play,” he added.

Family Feud for iPhone and iPod touch features:

- Two game modes: single player and multiplayer.
- Fully customizable player avatars- choose hairstyles, clothing, accessories and more.
- Predictive text input and auto spell checker make typing answers lightning fast.
- Unlock bonus items as a reward for progress in the game.
- Authentic stages, theme music and sound effects create a true-to-show game experience.

“After more than three decades on television, the Emmy-award winning *Family Feud* is truly one of the most enduring game shows,” said Olivier Delfosse, Director, Interactive, FremantleMedia Enterprises, licensor for the program. “We are pleased to extend the franchise to innovative devices like the iPhone and iPod touch so that new and existing fans of the show can have a *Family Feud* experience wherever they are.”

Family Feud is available for \$4.99 on 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

Ludia Inc.

ABOUT FREMANTLEMEDIA ENTERPRISES & FREMANTLEMEDIA

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes talkbackTHAMES, UFA and Grundy amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating over 14,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), The X Factor (co-produced with Syco in the UK), Got Talent (co-produced with Syco in the UK and the US), Neighbours, The Bill, Family Feud, The Price is Right, Farmer Wants A Wife and Hole In The Wall. 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 programs for network, cable, syndicated and online platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "America's Got Talent" (NBC), "Can You Duet" (CMT), "The Chilli Project" (MTV), "Secret Girlfriend" (Comedy Central), "Let's Make A Deal" (CBS), "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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