



NEWS RELEASE

LUDIA AND FREMANTLEMEDIA ENTERPRISES ANNOUNCE THE NEW THE PRICE IS RIGHT 2010 APP NOW AVAILABLE ON APP STORE

(MONTREAL, CANADA – March 01, 2010) – Interactive entertainment company Ludia and FremantleMedia Enterprises (FME) today announced the availability of The Price Is Right 2010 App on the App Store. Now iPhone™ and iPod® touch users can “Come On Down!” to new pricing games, increased customization options and dazzling graphics, along with all the familiar and much-loved game play of the original title. The app is based on the Emmy Award-winning and longest-running game show in television history.

“Ludia is thrilled to deliver another exciting game experience based on the iconic The Price Is Right game show franchise,” said Alex Thabet, Founder and CEO of Ludia Inc. “The Price Is Right 2010 App, with its fresh new batch of pricing games and enhanced production values is sure to please new and existing fans of the game on the iPhone and iPod touch.”

The Price Is Right 2010 App features:

- Brand-new pricing games to play including Clock Game, Golden Road, Safe Crackers and more!
- Newly upgraded graphics, including stages, Big Wheel, and other game elements combined with all the familiar music and sound effects to create a true-to-show game experience.
- Original, fully customizable 3D player avatars: choose hairstyles, clothing, accessories and more.
- Two game modes: single player and multiplayer.
- Unlock bonus items as a reward for progress in the game.

“Now in its 39th year, *The Price Is Right* is truly one of the most popular game shows on television,” added Olivier Delfosse, Director of Interactive for program licensor FME. “We are happy to see the franchise continue to thrive so players can enjoy the game on revolutionary devices like the iPhone and iPod touch.”

Ludia Inc.

The Price Is Right 2010 is available for \$4.99 from the AppleApp 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 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*.

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 programs for network, cable, syndicated and online platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "America's Got Talent" (NBC), "What Chilli Wants" (VH1), "Kirstie Alley's BIG LIFE" (A&E), "Secret Girlfriend" (Comedy Central), "Let's Make A Deal" (CBS), "Million Dollar Password" (CBS), "Family Feud" (syndicated) and the longest-running game show in television history, "The Price Is Right" (CBS).

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