



NEWS RELEASE

LUDIA AND FREMANTLEMEDIA ENTERPRISES ANNOUNCE “PRESS YOUR LUCK” GAME NOW AVAILABLE ON APP STORE

MONTREAL, CANADA – April 6, 2010 – Interactive entertainment company Ludia and FremantleMedia Enterprises (FME) today announced the availability of the Press Your Luck App on the App Store. Now iPhone and iPod touch users can experience all of their favorite elements of the 80s TV game show, including the iconic ‘Whammy’ that delivers never-before-seen animated antics, hundreds of trivia questions to answer, and the ability for players to earn “spins” on a dynamic new game board.

“Ludia is thrilled to expand our offerings on the App Store with another classic game show experience,” said Alex Thabet, founder and CEO of Ludia Inc. “The Press Your Luck App brings a blast of fun and hilarity from the hit TV show straight to the fingertips of iPhone and iPod touch users everywhere.”

In Press Your Luck, players assume the role of one of the three contestants competing to win by answering a series of trivia questions correctly, to earn “spins” on the Big Board of cash and prizes. Whichever player ends the game with the highest earnings wins, while successfully avoiding the dreaded ‘Whammy’ or risking the loss of all winnings.

Press Your Luck features:

- Game play punctuated by multiple mischievous Whammy animations.
- Authentic graphics, stages, Big Board, and other game elements combined with 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.

“Millions of viewers enjoyed Press Your Luck on television, with the Whammy being one of the most popular game show characters ever to appear,” added Olivier Delfosse, director of Interactive for program licensor FME. “Now existing fans, and wider audiences alike, will be able to enjoy their very own Press Your Luck game experience on-the-go thanks to the revolutionary iPhone and iPod touch.”

The Press Your Luck App 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 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

Ludia Inc.

FremantleMedia Group (which includes talkbackTHAMES, UFA and Grundy amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 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 "Press Your Luck"

First broadcast in 1983, Press Your Luck became a classic TV game show where contestants collected "spins" by answering trivia questions and then used the spins on an 18-space game board full of cash and prizes. It featured the animated Whammy character that included celebrity Whammies (Michael Jackson, Boy George and Tina Turner) as well as seasonal, sport Whammies and many more!

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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