

**NEWS RELEASE**

**LUDIA AND FREMANTLEMEDIA ENTERPRISES ANNOUNCE *FAMILY FEUD*  
FOR PLAYSTATION®3 SYSTEM AVAILABLE NOW ON PLAYSTATION®NETWORK**

**(MONTREAL, CANADA – July 06, 2010)** – Interactive entertainment company Ludia and FremantleMedia Enterprises (FME) today announced the availability of the *Family Feud* game for the PlayStation®3 computer entertainment system on the PlayStation®Network. Based on one of the most successful family game shows of all time – which premieres its 12<sup>th</sup> season in syndication with new host Steve Harvey on September 13<sup>th</sup> (check local listings), PS3™ owners can now play 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 can enjoy a thrilling online multiplayer *Family Feud* experience as they compete against friends and/or other players from across North America in head-to-head challenges via the PlayStation Network. Additionally, multiplayer local and solo game play is also supported.

“Ludia is happy to extend the ever-popular *Family Feud* franchise to PlayStation 3 systems via the PlayStation Network,” said Alex Thabet, Founder and CEO of Ludia Inc. “This new game is another great addition to Ludia’s growing portfolio of game show games for PS3™, and further reinforces our multiplatform strategy.”

*Family Feud* for PlayStation 3 system features:

- Three game modes: Play solo, enjoy Multiplayer Mode on one PlayStation 3 system, or play Multiplayer Online via the PlayStation Network.
- Authentic stage, theme music and sound effects create a true-to-show game experience.
- Predictive text input and auto spell checker make typing answers lightning fast.
- Original, fully customizable 3D player avatars: choose hairstyles, clothing, accessories and more.
- Unlock bonus items as a reward for progress in the game.

## Ludia Inc.

“The Emmy Award-winning *Family Feud* is one of the longest running game shows on television, and one that has a huge fan following,” added Olivier Delfosse, Director of Interactive for program licensor FME. “We are excited to continue to work with Ludia to bring an authentic *Family Feud* experience with a new level of interactivity, including multiplayer game play, to an even broader public of PlayStation 3 systems owners.”

*Family Feud* for PS3™ is available now for download on the PlayStation Network for \$9.99.

### **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)

### **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 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*. [www.fremantlemedia.com](http://www.fremantlemedia.com).

### **About "FAMILY FEUD"**

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### **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), “*Downfall*” (ABC), “*Let's Make A Deal*” (CBS), “*Family Feud*” (syn), “*The Price Is Right*” (CBS), and the much-anticipated “*The X Factor*” (FOX) for Fall 2011.

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