



NEWS RELEASE

LUDIA TO CREATE VIDEO GAME BASED ON DISNEY-ABC DOMESTIC TELEVISION'S HIT TV GAME SHOW 'WHO WANTS TO BE A MILLIONAIRE'

MONTREAL, CANADA, July 06, 2010— Interactive entertainment company Ludia Inc. announced today that they will create a video game based on Disney-ABC Domestic Television's popular *Who Wants To Be A Millionaire* TV game show. With the North America-wide exclusive deal, the *Millionaire* video game will be available across major console platforms and PC/Mac.

"*Who Wants To Be A Millionaire* continues to be one of the most successful TV game shows, and we are thrilled to create games that will enable fans of the show to experience the legendary 'hot seat' like never before," said Alex Thabet, Founder and CEO of Ludia Inc. "This deal serves to further solidify Ludia's leadership in the game show video game category, which is proving to be a highly successful area for us across platforms."

The *Who Wants To Be A Millionaire* video game will feature elements from the television show as players try to win a simulated \$1,000,000 by correctly answering 15 multiple choice trivia questions, each worth increasing amounts of money. Players can seek help for the stumper questions via lifelines like "Ask the Audience", "Double Dip" or "Phone a Friend." Additionally, the *Who Wants To Be A Millionaire* video game will incorporate thousands of questions, connected gaming elements, single and multiplayer game modes, as well as reward systems to fuel the competitive fun between players.

The initial release of the *Who Wants To Be A Millionaire* video game is slated for Q3 2010.

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

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Ludia Inc.

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