

PRESS RELEASE

**LUDIA AND FREMANTLEMEDIA ENTERPRISES ANNOUNCE
THE “FAMILY FEUD” GAME FOR iPad AVAILABLE NOW
IN HD ON THE APP STORE**

MONTREAL, CANADA July 09, 2010 — Interactive entertainment company Ludia and FremantleMedia Enterprises (FME) today announced the launch of the *Family Feud* for iPad® on the App Store. The game brings an unparalleled *Family Feud* game experience to iPad owners, enhanced with eye-popping new HD graphics and incorporating Multi-Touch game play.

Based on one of the most successful family game shows of all time – which premieres its 12th season in syndication with new host Steve Harvey on September 13th (check local listings), iPad 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 the *Family Feud* game, one of the most popular game shows of all time, to a device as immersive as the iPad,” said Alex Thabet, Founder and CEO of Ludia Inc. “This release further reinforces our cross-platform strategy of delivering high quality, family-friendly game experiences on the latest devices on which people like to play games.”

Family Feud for iPad features:

- Eye-popping HD Graphics designed and optimized for the iPad’s advanced capabilities.
- Two game modes: single 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 stage, 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* continues to be one of the most beloved television brands,” said Olivier Delfosse, Director, Interactive, FME. “We are pleased to extend the franchise to devices like the iPad so that both fans and game show enthusiasts alike can experience *Family Feud* in thrilling new ways.”

Family Feud for iPad is available for \$9.99 on the App Store or at www.itunes.com/appstore/.

Ludia Inc.

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 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.

About "FAMILY FEUD"

Taped in front of a live audience from its new home at Universal Studios Florida in Orlando, **FAMILY FEUD** is produced by FremantleMedia North America. Gaby Johnston and Kevin Williams are executive producers. Jim Roush is executive in charge of production. 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), "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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