



## **LUDIA AND CLASSIC MEDIA BRING THE SEARCH FOR *WHERE'S WALDO?*® TO iPad®**

***Where's Waldo?® The Fantastic Journey* Now Available Worldwide  
in HD on the App Store**

**MONTREAL, CANADA, and NEW YORK, NY (JUNE 3, 2010)**—Interactive entertainment company Ludia and Classic Media, a global media company with a portfolio of some of the world's leading kids, family and pop-culture brands, including *Where's Waldo?®*, *Casper the Friendly Ghost®* and *Lassie®*, today announced the availability of *Where's Waldo? The Fantastic Journey* for iPad in HD on the App Store worldwide. The game features stunning new HD graphics and Multi-Touch game play exclusive to the iPad, including the new Party Mode that enables two players to compete on the same device.

"*Where's Waldo? The Fantastic Journey* has seen tremendous success on the App Store," said Alex Thabet, Founder and CEO of Ludia Inc. "We are thrilled to bring a game that resonates so well with players of all ages to a new level of fun on a device perfectly suited for amplified game experiences from anywhere at any time."

"Ludia has done a fantastic job delivering the search and find experience of *Where's Waldo?* and combining it with the unique capabilities of the iPad," said Nicole Blake, Executive Vice President, Marketing & Consumer Products, Classic Media. "We are excited to bring *Waldo* to one of the most revolutionary products in the market and to give fans the opportunity to interact with their favorite world traveler in a new ways."

Based on the international publishing phenomenon, *Where's Waldo? The Fantastic Journey* for iPad provides an exciting interactive *Waldo* experience. Players will compete in an action-packed, hidden-object game, as they scour the virtual globe in search of Waldo and his friends Wizard Whitebeard, Wenda, and Woof, and Waldo foe, Odlaw. There are hundreds of hidden items to be found within twelve magical worlds, and game play is enhanced with surprise elements that are designed to challenge and/or help players gain advantage during their search.

*Where's Waldo? The Fantastic Journey* for iPad features:

- New Party Mode for players to compete on the same iPad to see who finds hidden objects first.
- Two Single Player Modes, timed and untimed.
- Eye-popping HD Graphics designed and optimized for the iPad's advanced capabilities.
- New Quests exclusive to iPad, and hundreds of objects to find in twelve different worlds.
- Surprise challenge and/or advantage elements, such as Wacky Paint splatters that fill the screen, Frosty freezing the search window in ice, Upside Down that flips the search, and many more

*Where's Waldo? The Fantastic Journey* for iPad is available for \$4.99 from the App Store at [www.itunes.com/appstore/](http://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*®, *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 *Where's Waldo?*

Created by Martin Handford and first published in 1987, *Where's Waldo?* is one of the most recognizable characters in the world and a pop culture icon. A global publishing phenomenon with 50+ million books sold worldwide, the successful series is published in over 38 countries and has been translated into more than 25 languages. *JOIN THE SEARCH!* as the ultimate world traveler graduates beyond books and gets his digital passport. Online, in-store, or at events—who knows where Waldo will be spotted next?

## About Classic Media

Classic Media, one of the world's largest independent entertainment companies, is a leader in reinventing the classics of yesterday and creating the classics of tomorrow. The Company owns and manages a globally-recognized portfolio of well-known family and pop-culture entertainment brands, including *Where's Waldo?*®, *Casper the Friendly Ghost*®, *Lassie*®, *The Lone Ranger*®, *Postman Pat*®, and new global brands *Tinga Tinga Tales*® and *Guess with Jess*®. Big Idea, a member of the Classic Media family, is the leading faith-based studio and producer of children's programming, including the best-selling animated series, *VeggieTales*®. More than 3,600 hours of Classic Media programming is distributed in more than 170 territories worldwide and showcased in multiple formats, including TV, film, home video, consumer products, publishing, digital, and music. Visit us at <http://www.classicmedia.tv>.

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