



## NEWS RELEASE

### **LUDIA AND FREMANTLEMEDIA ENTERPRISES ANNOUNCE *THE PRICE IS RIGHT* FOR SONY PLAYSTATION® 3 AVAILABLE NOW ON PLAYSTATION®NETWORK**

(MONTREAL, CANADA – May 18, 2010) – Interactive entertainment company Ludia and FremantleMedia Enterprises (FME) today announced the availability of *The Price Is Right* game for the PlayStation®3 computer entertainment system on the PlayStation®Network. Players can now “COME ON DOWN” for their shot in Contestant’s Row, bid on items in 19 different pricing games, test their luck with spinning The Big Wheel, and experience the winner-takes-all tension of the Showcase.

“We are pleased to extend our tremendously successful *The Price Is Right* game to PlayStation 3 systems via the PlayStation Network,” said Alex Thabet, Founder and CEO of Ludia Inc. “This first game release is just the beginning for Ludia games on PS3™, and further reinforces our multiplatform game strategy.”

*The Price Is Right* for PS3™ features:

- 19 favorite pricing games to play including *Plinko*, *Cliff Hangers*, *Punch-a-Bunch* & many more.
- Rich graphics, including stages, The Big Wheel, and other game elements combined with all the 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.

“The Emmy Award-winning *The Price Is Right* is the #1 daytime game show on television, and one that holds a consistently solid fan base” added Olivier Delfosse, Director of Interactive for program licensor FME. “We are delighted to continue to work with Ludia to bring an authentic brand experience to an even broader public of PlayStation 3 systems owners.”

## Ludia Inc.

*The Price Is Right* 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*.

### **About "THE PRICE IS RIGHT"**

*The Price Is Right*, the longest-running game show in television history, is hosted by Drew Carey and produced by FremantleMedia North America, *The Price Is Right* is broadcast weekdays (11:00 AM-12:00 Noon, ET; 10:00-11:00 AM, PT) on the CBS Television Network.

### **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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