



**NEWS RELEASE**

**LUDIA SERVES UP HELL'S KITCHEN™ GAME FOR PC DOWNLOAD  
Features 3D model and voice of Chef Gordon Ramsay from Hit Fox Series**

**Montreal, Canada, June 2, 2008**– Interactive entertainment company Ludia today announced the immediate availability of the *Hell's Kitchen USA* downloadable game, based on Granada America's US TV phenomenon where celebrity chef Gordon Ramsay puts aspiring chefs through a rigorous culinary boot camp. The game recreates the show's pressure-cooker atmosphere as players are put through a series of kitchen and dining room challenges. Their success depends on how well they cook and serve meals, and master each time management test to progress in the game. Each meal is rated by the world renowned Ramsay, rendered in a lifelike 3D model, with commentary voiced by the chef.

"Doing the voice for my own animation was new experience for me, and great fun," said Gordon Ramsay. "The end result is spot-on."

"The launch of the *Hell's Kitchen* game marks another successful collaboration with a strong television license," Ludia's founder and CEO, Alex Thabet explained, "With this latest title, we have proven our capacity to create interactive entertainment that offers a direct and highly engaging *Hell's Kitchen* experience to an audience that spans beyond TV."

"We're excited to take *Hell's Kitchen* into the video game genre, and we anticipate healthy sales on the strength of the excellent work our partner Ludia has delivered", commented Katrina Moran, Executive Vice President of Digital Media for Granada America, producer of *Hell's Kitchen USA*. "The game enriches the overall entertainment experience for new and existing fans of the show and is part of our worldwide strategy to increase our activity in the booming casual gaming market."

The *Hell's Kitchen* downloadable game features include:

- Game play in which players work up from new restaurant status to advance towards a prestigious Five-Star rating.
- Game play in both the kitchen and dining room game environment based on the actual Hell's Kitchen set from the Fox program.
- A 3D model of Ramsay that rates and comments on players' performances.
- 35 recipes from the television show that players must cook to Ramsay's standards in order to progress through the game.
- The ability for users to print recipes to try at home, and share them with friends via email.
- The option to play in English, French, Italian, German or Spanish.

The *Hell's Kitchen* downloadable game is available for PC for \$19.99 on major downloadable game destinations, including [www.PlayHK.com](http://www.PlayHK.com)

## Ludia Inc.

One of Fox's most popular programs, the current season of Hell's Kitchen airs on the network Tuesday nights at 9pm ET/PT.

### About Ludia Inc.

Ludia creates and distributes cross-platform interactive entertainment with mass consumer appeal. Ludia's innovative and high-quality product portfolio consists of original and branded properties, including American Idol®, The Price Is Right™ and Hell's Kitchen™. Based in Montreal, Canada and founded by experienced industry players, Ludia completed its first round of financing from private investors last year.

[www.ludia.com](http://www.ludia.com)

### About Granada America

About Granada America is the U.S.-based production entity of ITV plc, one of Europe's largest producers and broadcasters of quality television programs. Based in Los Angeles and New York, Granada America produces drama, reality, comedy and documentaries for the American market.

### About Granada Ventures

Granada Ventures is the highly profitable and fast-growing consumer products division within ITV Plc. The company currently works with almost 200 licensees throughout 70 countries, with more than 1,000 product lines across Children's, Entertainment, Sports, Comedy, Drama and Film properties. Specialist licensing and marketing teams are based in London and LA, with group offices in Germany, Australia, Brazil and Hong Kong.

###

### Ludia Contact:

Eva Jando

Ludia Inc.

(514) 313-3370

[eva@ludia.com](mailto:eva@ludia.com)

### Granada Contact: Paul Nichols

The Lippin Group

(323) 965-1990

[pnichols@lippingroup.com](mailto:pnichols@lippingroup.com)