



Ludia's Games for Facebook® Platform Including FremantleMedia's *The Price Is Right* Integrate Dynamic Brand Advertising with WildTangent's BrandBoost

REDMOND, Wash— November 18, 2010 – WildTangent and interactive entertainment company Ludia today announced an exclusive deal that will result in the deployment of WildTangent's BrandBoost™ advertising platform across Ludia's current and future social games, starting with FremantleMedia's *The Price Is Right* game. BrandBoost will enable advertisers to dynamically sponsor access to premium content within Ludia's social games, building equity with players through an improved game experience.

"BrandBoost is quickly becoming the ubiquitous in-game ad solution for social games, delivering scalable, targeted, engagement-based advertising that players seek out in social gaming environments," said Bill Clifford, vice president of global ad sales at WildTangent. "We believe that the next wave of social games will be driven by truly social experiences built around recognizable entertainment brands, and that is what Ludia is delivering. Brands are starving for opportunities to align with premium content in social gaming, and Ludia's games certainly fill that need."

After more than 38 years on the air, *The Price Is Right* from FremantleMedia remains the longest-running game show in television history and one of the most popular game show franchises in the world. Incorporating all of the familiar elements of the beloved television show, the game is one of Ludia's most successful titles across platforms. *The Price Is Right* is unique on Facebook as one of the few synchronous multiplayer games, enabling a truly social game experience with engaging live competition elements that fuel long play sessions and repeat visits. Launched in September 2010, *The Price Is Right* game reached more than 2.5 million players within its first month of availability.

"Fans of *The Price Is Right* have been playing along with pricing games from their living rooms and interacting with the brands for nearly four decades," said Alex Thabet, founder and CEO of Ludia. "The Price Is Right game on Facebook is the ultimate social game to provide an even deeper opportunity for brands to participate with our millions of players, and reward them at the same time. We look forward to bringing the fans of our Facebook games these extra bonuses from relevant brand advertisers."

With BrandBoost now deployed by a number of the largest social game developers with many of the most popular games, WildTangent is fast approaching the ability to deliver engagement ads to an addressable audience of more than 100 million monthly players on Facebook. BrandBoost enables brands to dynamically sponsor access to additional playing time or virtual goods that players would otherwise have to pay for. The platform also enables dynamic integration of branded virtual goods into social games. BrandBoost supports 3rd party ad serving and reporting as well as creative formats ranging from long-form video to social engagement activities.

Because BrandBoost is a dynamically served advertising platform, utilizing DFP, leading advertisers can deliver brand campaigns and custom items inside of social games experiences while industry standard reporting and metrics.

About WildTangent

WildTangent is an interactive entertainment and media company with two business segments: WildTangent Games and WildTangent Media. WildTangent Games offers a diverse portfolio of premium gaming content to millions of casual, family and hardcore gamers around the world. WildTangent Media connects brand advertisers with targeted gaming audiences across WildTangent Games, Facebook, and many other popular online game destinations.

About Ludia

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 *The Amazing Race*[™], *American Idol*[®], *The Bachelor & The Bachelorette*, *Family Feud*[®], *Hell's Kitchen*[™], *Hollywood Squares*[™], *Press Your Luck*, *The Price Is Right*[™], *Pyramid*, *Where's Waldo?*[®] and *Who Wants To Be A Millionaire*.

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 FremantleMedia North America, UFA, talkbackTHAMES, FremantleMedia Australia and Original Productions 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), *Hole In The Wall*, *Got Talent* (co-produced with Syco in the UK and the US), *The X Factor* (co-produced with Syco in the UK), *Take Me Out*, *Family Feud*, *The Price is Right*, *Farmer Wants A Wife*, *Gute Zeiten Schlechte Zeiten*, and *Neighbours*.

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*" (Lifetime), "*Hole In The Wall*" (Cartoon Network), "*The Hasselhoffs*" (A&E), "*Jump City*" (G4), "*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.

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.

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