



## Ludia and WildTangent Partner to Put Advertisers in Top Casual Game Releases of 2009

**MONTREAL and REDMOND, WA – December 9, 2008**– Interactive entertainment company Ludia and online game property WildTangent today announced a broad advertising sales agreement. WildTangent will be the exclusive in-game advertising and sponsorship representative for Ludia's 2009 game titles including properties licensed from FremantleMedia Enterprises (FME), the brand extension arm of FremantleMedia, such as *American Idol*® -- Online Challenge, *Price Is Right*™ 2 and *Press Your Luck*™. The deal extends across all supported formats including the PC, Macintosh, Nintendo™ Wii and DS and the iPhone and iPod touch. FME will also continue to sell sponsorships across the whole spectrum of its interactive and brand portfolios through its Integrated Marketing and Sponsorship division.

“Like their TV counterparts, our games integrate a variety of current consumer products into the entertainment experience, while allowing players to actively engage and interact with these items,” said Alex Thabet, Ludia's founder and CEO. “The use of real brands from players' every-day lives results in enhanced game play and replay value by creating an authentic and dynamic experience.”

Earlier this year, WildTangent struck deals with Unilever, Kimberly-Clark and Bayer Healthcare to integrate their products into Ludia's original *The Price Is Right* game across all supported platforms. The success of this original agreement led to the full portfolio partnership announced today.

“In 2009, we anticipate ad spend for casual games will dwarf in-game advertising targeted at hardcore gamers,” said Bill Clifford, vice president of advertising sales at WildTangent. “The quality of content created by developers like Ludia and the ubiquity of casual gaming across all platforms is driving a massive shift of dollars into this segment. We're excited to enable brands to engage tens of millions of casual gamers through these amazing titles.”

Advertiser opportunities will include a combination of static and dynamic in-game placements as well as sponsored events and enhancements associated with online multiplayer features. For example, brands will be able to sponsor regional and national competitions between American Idol Online Challenge players.

### **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®, Hell's Kitchen™ and The Price Is Right™. Based in Montreal, Canada and founded by experienced industry players, Ludia completed its first round of financing from private investors in 2007.

### **About WildTangent**

Founded in 1998, WildTangent is the fastest growing online game property in the world with more than 40 million unique monthly gamers, offering nearly 700 of the most popular online and downloadable games from the world's top developers and publishers.

The WildTangent ORB™ game console ships directly on the desktops of leading PC manufacturers including Dell, Emachines, Gateway, HP and Toshiba, giving it a huge global footprint of connected game playing consumers.

WildTangent offers gamers the opportunity to purchase premium games outright, pay per session with WildCoins™, or engage with advertising to play for free. Advertisers include 20<sup>th</sup> Century FOX, Warner Brothers, Paramount, EA, Sony Playstation, Nintendo, Toyota, Honda, P&G, Unilever, Clorox and many others.

For more information visit [www.wildtangent.com](http://www.wildtangent.com).

**ABOUT FREMANTLEMEDIA ENTERPRISES & FREMANTLEMEDIA**

FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

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