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WorldWinner pens prize deal with EA's competition site

Newton's WorldWinner Inc., a wholly-owned subsidiary of Toronto-based FUN Technologies Inc., reports it has renewed its exclusive agreement with Electronic Arts Inc. to provide cash tournaments on the California company's **Pogo.com** gaming website.

Financial details were not provided. The companies have been in a partnership since 2003.

Under the terms of the agreement, WorldWinner will develop a customized cash tournament site, where players from Pogo.com can compete against thousands of players in the WorldWinner player network. WorldWinner will promote Club Pogo, the subscription service offered by Pogo.com, on the customized website as well as on **WorldWinner.com** and its affiliate websites. Club Pogo is home to more than 1.4 million paying subscribers who spend upward of 12 hours per week playing and socializing online, according to officials.

WorldWinner was acquired by FUN Technologies Inc. in March 2006 for \$23 million. The company reported \$41.1 million in revenue its last fiscal year, ending September 2006.