



**FUN
TECHNOLOGIES**
PRESS RELEASE

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**FUN Technologies' SkillJam Partners with DIRECTV to Launch First-Ever Cash
and Prize Tournaments for Interactive TV**

***Allows DIRECTV Customers to Compete in Popular Casual Games via Game Lounge
Channel***

TORONTO – February 14, 2007 – FUN Technologies Inc. (TSX:FUN) (AIM:FUN) today announced that its SkillJam subsidiary has partnered with DIRECTV, Inc., the leading satellite television service provider in the U.S., to provide skill-based cash and prize tournaments in popular casual games to DIRECTV customers via Game Lounge, a new gaming channel available exclusively on DIRECTV. This first-of-its-kind partnership will allow DIRECTV customers to compete against other subscribers in online skill-based game tournaments, directly from any TV set in their home.

As part of the Game Lounge tournament structure, SkillJam will develop customized versions of eight online games, including popular titles such as Free Cell, Solitaire, Sudoku and Bejeweled 2. DIRECTV subscribers select the game they want and the type of tournament in which they'd like to compete (i.e. against one or several players) – all from their DIRECTV remote control.

“We have long believed that our casual games are ideally suited for interactive television. Playing games online has quickly become one of the most popular pastimes worldwide, and television represents an opportunity of enormous proportions for casual games,” said Lorne Abony, CEO of FUN Technologies. “We are very proud to partner with DIRECTV, which has introduced an exceptional interactive experience for consumers who love digital TV and playing online games, and to be at the forefront of a ground-breaking occasion for both television and games. Together we're providing a platform for millions of DIRECTV customers to compete in casual skill-based game tournaments on their television sets.”

“Our Game Lounge service is truly revolutionizing the game-playing experience, allowing consumers to enjoy all of their favorite casual online games from the comfort of their living room,” said Steven Roberts, vice president and general manager, Games and Strategic Initiatives, DIRECTV, Inc. “With SkillJam’s tournament game structure, we’re taking the community element one step further, allowing our subscribers the option to elevate their competitive nature by competing in skill-based games for cash and prizes.”

To access DIRECTV’s Game Lounge, customers must have a DIRECTV interactive receiver. For more information regarding compatibility, please visit www.gamelounge.com.

About FUN Technologies

FUN Technologies Inc. is one of the world's leading online casual games providers. FUN’s strategy is to provide its cutting-edge games systems to top distribution partners around the world. FUN is 53% owned by Liberty Media Corporation (NASDAQ: LINTA, LCAPA), and FUN’s common shares are listed on both the Toronto Stock Exchange and the Alternative Investment Market (AIM) of the London Stock Exchange under the symbol “FUN”.

About FUN Games

FUN Technologies’ FUN Games division, comprised of its wholly-owned subsidiaries SkillJam, WorldWinner, Octopi and Teagames, develops and distributes casual games solutions with a focus on free play and cash competitions across online, mobile and iTV platforms. Its broad network of partner sites includes leading global brands, such as AOL Games, EA-Pogo, GSN, Lycos, MSN Games, Real Networks and Virgin Games. FUN Games hosts ten million tournaments and awards millions of dollars in prizes every month.

About DIRECTV, Inc.

DIRECTV, Inc., the nation’s leading satellite television service provider, presents the finest television experience available to more than 16 million customers in the United States, through exclusive content, industry-leading customer service (which has surpassed cable for six years running) and superior technologies. Each day, DIRECTV subscribers enjoy over 250 channels of 100% digital picture and sound; exclusive programming and the most comprehensive collection of sports programming available anywhere including NFL SUNDAY TICKET™, and MLB EXTRA INNINGS™. DIRECTV (NYSE:DTV) also leads the digital television technology revolution with exclusives such as NFL SUNDAY TICKET SuperFan™, US Open Interactive and YES Network Interactive and will soon have the capacity to offer over 150 channels in HD. For the most up-to-date information on the Company, please visit directv.com.

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