



**FUN
TECHNOLOGIES**
PRESS RELEASE

FUN Technologies plc
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FUN Technologies' SkillJam division signs licensing deal with Victoria Real to turn Endemol's "Fear Factor", "Big Brother", and "Last Man Standing" into online skill games

LONDON, England – FUN Technologies plc ("FUN"), a leading provider of person-to-person skill gaming, exchange-betting technology and online sports information, announced today that it has entered into a definitive licensing agreement with Victoria Real Ltd., the creative communications producer and part of Endemol UK plc ("Endemol"), to build and support online, skill-based games based on three of Endemol's leading reality television and quiz shows: "Fear Factor", "Big Brother" and "Last Man Standing". Victoria Real has access to the rights to develop games on all interactive platforms, based on Endemol's 500-plus programme titles.

Victoria Real, an award-winning creative communications agency, is a pioneer of interactivity, distributing fully integrated applications across web, iDTV and mobile. Endemol, which became part of the Telefónica S.A. group in 2002, was established in 1994 as the result of a merger between the two major TV producers in the Netherlands.

SkillJam, a subsidiary of FUN, is a multi-channel provider of skill-gaming technology and solutions. SkillJam develops and distributes private-label gaming solutions for a broad network of partner destination sites in the US and abroad, including AOL, MSN's Zone.com and Disney's Go.com.

Lorne Abony, Chief Executive Officer of FUN, commented: "The competitive nature of these three Endemol games makes them exceptional additions to our suite of online games, and we believe they will be well received by our over 7 million registered players. Creating skill games for world-class brands speaks to our reputation in the online gaming industry, and is in keeping with our goal of consistently improving our customers' gaming experience."

"Our partnership with FUN's SkillJam gaming division signifies the addition of a whole new dimension to our promotion and extension of high-profile and acclaimed Endemol titles", said Peter Cowley, the Director of Interactive Media at Endemol. "It allows us to build upon the momentum of these popular shows, and more importantly, to offer fans the chance to engage fully with their favourite television programmes."

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About FUN Technologies plc

FUN Technologies plc, (formerly "CES Software plc" or "CES") is a leading provider of person-to-person skill gaming, exchange-betting technology and online sports information. FUN's strategy is to provide its cutting-edge, person-to-person gaming systems to top, licensed distribution partners in regulated markets around the world. FUN is a public company, incorporated in England and Wales, and is listed on both the Toronto Stock Exchange and the Alternative Investment Market (AIM) of the London Stock Exchange under the symbol "FUN".

About Victoria Real

Victoria Real Limited, part of Endemol UK plc, is an award-winning creative communications agency. Established in 1990, it continues to be a pioneer of delivering commercial value and business success through clever interactivity.

The company has produced ground-breaking interactivity for high-profile projects that have included live global webcasts from the Royal Albert Hall, the first 3G video clips of blockbuster TV shows, broadband streaming from Hollywood film premieres in various European cities, innovative and unique cross platform games, the first international MMS soap opera, raising over £1 million for Comic Relief, and the first professional and government-funded TV channel in Europe.

Victoria Real's client portfolio includes the BBC, Tesco Personal Finance, The Scottish Parliament, Teachers' TV, Camelot and Ladbrokes. The company is central to Endemol UK's strategy and has delivered many major projects including Big Brother, Fame Academy, The Salon, and the worldwide webcast of JK Rowling's Harry Potter and the Order of the Phoenix at the Royal Albert Hall.