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## **WorldWinner Partners with FremantleMedia to Create Online Cash Competitions in Family Feud™**

### *Family Feud Fans to Face Off in New Skill-based Version of Renowned Game*

**Newton, Mass. – July 16, 2007** – Calling all feuding families! Iconic television game show Family Feud will soon be available as an online cash competition, according to a deal announced today by WorldWinner and FremantleMedia. For the first time ever, players will be able to face off against others online for cash and prizes. WorldWinner is a subsidiary of FUN Technologies Inc. (TSX:FUN) (AIM:FUN) and the leading provider of online game competitions for cash and prizes; FremantleMedia is one of the largest international creators and producers of entertainment brands in the world and owner of the Family Feud brand.

Celebrating its 30<sup>th</sup> anniversary, Family Feud sets families against each other in a competition to identify the most popular answers to a survey-type question asked of 100 people. Under the terms of the agreement, WorldWinner will create a skill-based, single-player experience version of the game, letting players test their intuition and knowledge by gradually revealing answers one letter at a time and allowing players to type in an answer once they identify it.

“This partnership represents yet another step in our strategy to enhance the WorldWinner site with branded content, further demonstrating the integration between television and online games,” said Peter Blacklow, president of WorldWinner. “Given its venerable history and international success, Family Feud is an excellent complement to our line-up of familiar games, which includes offline favorites like 8-ball pool and solitaire, popular casual games like Bejeweled 2, and online adaptations of branded games, like SCRABBLE® Cubes and GSN’s Lingo.”

Jason Turner, Director of Interactive, FremantleMedia’s North American licensing team added, “WorldWinner has created a fantastic new extension for the Family Feud brand that introduces the popular gameshow format in an exciting new form of gameplay. This is a great way to experience Family Feud in a completely fresh way.”

The cash version of Family Feud, scheduled to launch later this summer, will be available to players exclusively via WorldWinner and its partner sites, including AOL Games, GSN, MSN Games and Pogo.com.

### **About WorldWinner**

WorldWinner ([www.worldwinner.com](http://www.worldwinner.com)) is the leading provider of online game competitions. It hosts competitions in some of the most popular casual games—including *Solitaire*, *Bejeweled 2*, *SCRABBLE® Cubes*, *Luxor* and *Cubis*—in which players compete against one another for cash and prizes. WorldWinner's broad network of partner sites includes leading global brands, such as AOL Games, EA-Pogo, GSN, Lycos, MSN Games and MyPoints. WorldWinner has more than 30 million registered players worldwide.

### **About FUN Technologies**

FUN Technologies Inc. is one of the world's leading providers of online and interactive casual and fantasy sports games and sports information. 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". For more information on FUN Technologies' offerings, visit [www.funtechnologies.com](http://www.funtechnologies.com).

### **About FremantleMedia**

FremantleMedia Enterprises (FME) is the commercial arm of FremantleMedia and comprises of Fremantle International Distribution (FID), FremantleMedia Licensing Worldwide (FLW) and Fremantle Home Entertainment (FHE).

FID has a network of international sales offices and licenses over 19,000 hours of programmes to 150 countries worldwide. FID's programming comes from in-house UK producer, talkbackTHAMES and from an increasing number of independent producers in the UK and internationally. Recent international successes include US ratings-toppers *The Apprentice: Donald Trump* and *The Apprentice: Martha Stewart*, hugely successful fashion reality series, *Project Runway* starring Heidi Klum, exquisite Brook Lapping production *Catherine the Great* and the music event special, *Britney Spears: In the Zone*.

FLW is the licensing division of FremantleMedia and exploits the company's many strong brands including the award winning international format, *Idols* and the cult children's classics, *Rainbow* and *DangerMouse*, across multiple off-screen platforms including merchandising campaigns, interactive and wireless support and music publishing. FHE is the home entertainment arm of FremantleMedia.

FremantleMedia is one of the largest international creators and producers of programme brands in the world, with leading prime time entertainment, drama, serial drama and factual entertainment programming produced in over 25 territories. International drama programmes include Germany's top rated serial drama, *Gute Zeiten, Schlechte Zeiten* (Good Times Bad Times), the UK's most successful police drama, *The Bill*, and Australia's top serial drama, *Neighbours*. The company's entertainment and factual entertainment hits range from the award winning international format, *Idols*, broadcast as the prime time show, *American Idol*, on FOX in the US, to the grime-busting format, *How Clean is Your House?* and factual entertainment series starring celebrity chef, Jamie Oliver, *Jamie's Kitchen*, as well as long-running gameshows like *The Price Is Right*. FremantleMedia is the production business of the RTL Group, Europe's largest television and radio broadcast company. [www.fremantlemedia.com](http://www.fremantlemedia.com)

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