

Media contact:

Michel Cassius
+44 207 025 8302
mcassius@funtechnologies.com

FUN Technologies' Fanball UK Launches Premiership Fantasy Football Challenge

Awards Largest Fantasy Sports Cash Prize Pool in the UK

Signs Exclusive Partnership with Sky Sports to Extend Reach

TORONTO, Canada (August 21, 2006) – FUN Technologies Inc. [LSE (AIM): FUN and TSX: FUN], one of the world's leading online and interactive casual games providers, announced today that its wholly owned subsidiary, Fanball UK Limited (“Fanball”), has launched its first-ever Fantasy Football Challenge for the Premiership. This game comes on the heels of the Fantasy Challenge World Cup Edition, Fanball’s wildly popular World Cup-based fantasy football game.

The Premiership, which kicked off on Saturday, August 19, is the next step for Fanball UK to continue providing top-flight fantasy games. The Fantasy Football Challenge gives users four different ways to play the game: two season-long games and two weekly games. For the season-long games, one version costs £5 to enter and features more than £300,000 in prizes – the UK’s largest cash prize pool awarded for one game. The other version is free to play and features exciting prizes, including a 42” HD widescreen TV, an Xbox 360, and kitbag.com gift certificates. In both games, users choose the formation that best fits their style, and then select 11 players while staying under a predetermined salary cap.

In addition to the season-long games, the Fantasy Football Challenge features two weekly games. For £1, users can play the weekly version of the game, in which 1 in 5 people will win cash prizes. There will also be a free weekly version of the game that awards kitbag.com gift certificates and cash prizes.

“The excitement around Fanball’s World Cup fantasy game proves that sports fans are passionate about being a part of football action through fantasy sports games,” said Lorne Abony, CEO of FUN Technologies. “We’ve adapted our World Cup game to deliver the most sophisticated series of fantasy sports games in the UK, giving consumers a variety of game options and the largest cash prize pool ever awarded.”

Further extending its reach into Europe, FUN Technologies also announced an exclusive partnership with British Sky Broadcasting Ltd. (“Sky”) to deliver Fanball UK’s Fantasy Football Challenge to Sky Sports’ users. Consumers can sign up for the Fantasy Sports Challenge by visiting Sky Sports’ Web site at www.skysports.com. Skysports.com is the UK’s most popular commercial sports website, and attracts more than 7 million unique users per month.

The Fantasy Sports Challenge is now available on Fanball.co.uk, Sky Sports, Tiscali, Goal.com, Football.co.uk, Eurosport and Football League.

About FUN Technologies

FUN Technologies Inc. is one of the world's leading online and interactive casual games providers. FUN’s strategy is to provide its cutting-edge gaming systems to top distribution partners around the world. FUN is 51% owned by Liberty Media Corporation (NYSE: L, LMCB) 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 Fanball

Fanball.com is The Ultimate Fantasy Sportsite™. Ranked the number one pure play fantasy sports site by Alexa.com and ranking consistently among the nation's most-visited sports sites, Fanball.com is the one-stop shop for everything fantasy players need: games, league management tools, live stats, and comprehensive fantasy sports content provided by Fanball.com’s own team of expert fantasy sports beat writers.

About British Sky Broadcasting

Sky is the operator of the leading multichannel television platform in the UK and Ireland. Around 21 million viewers in 8.1 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK and Ireland's first and most popular digital television platform. BSkyB's channels are available in 10.2 million households through cable and digital terrestrial television.

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