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## **WorldWinner and PlayFirst Team Up to Create Diner Dash<sup>®</sup> Online Cash Competitions**

*Players Can Soon Compete Against Others for Cash and Prizes While Expanding Flo's Online Restaurant Empire*

**San Francisco and Newton, Mass. – August 23, 2007** – WorldWinner, a subsidiary of FUN Technologies Inc. (TSX:FUN) (AIM:FUN) and the leading provider of online game competitions, and [PlayFirst](#), Inc. a leading publisher of casual games, today announced an agreement that calls for [WorldWinner](#) to exclusively develop, launch and market cash competitions in the wildly popular online casual game, [Diner Dash](#)<sup>®</sup>, and its sequels Diner Dash 2: Restaurant Rescue and Diner Dash: Flo on the Go.

Developed by the award-winning independent studio Gamelab, Diner Dash follows former stock broker Flo as she quits her corporate job to operate her own roadside diner, growing it into a five-star restaurant. Top-selling Diner Dash debuted as a downloadable game in 2004 and is now available on several platforms including online, mobile, retail and coming soon to video game consoles.

“Diner Dash has such a strong following in the casual games community, making it an excellent addition to our WorldWinner portfolio,” said Peter Blacklow, president of WorldWinner. “Based on the past success of Diner Dash, we expect the WorldWinner cash competition versions to be a hit for fans of Flo, old and new.”

“Since Diner Dash first launched in 2004, it has been a number one hit across major online game portals, mobile and retail, and a popular handheld title, proving that casual gamers love to play their favorite game on many platforms,” said Rich Roberts, vice president of sales and business development, PlayFirst. “Introducing cash competitions for Diner Dash with WorldWinner will give fans a new way to experience the game, while introducing the WorldWinner community to one of the most popular casual game properties.”

Scheduled to launch later this year, the cash version of Diner Dash will be available to players exclusively on [WorldWinner.com](#) and its partner sites, including [AOL Games](#), [GSN](#), [MSN Games](#) and [Pogo.com](#).

**About PlayFirst, Inc.**

PlayFirst is a leading publisher of highly-original games made for casual gamers wherever they play. Committed to fostering creativity, PlayFirst works with talented internal and external developers to bring innovative games to multiple platforms, including PC, Mac, mobile and handheld. PlayFirst's portfolio of games includes the top-selling hit Diner Dash™, which has more than 200 million plays worldwide. Founded in 2004, PlayFirst is funded by Mayfield Fund, Trinity Ventures and Rustic Canyon Partners. For more information visit [www.playfirst.com](http://www.playfirst.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).

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