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Seven Seas Sudoku Debuts at WorldWinner.com

WorldWinner's Original Strategy Game Provides a Twist on the Popular Puzzle Pastime

Newton, Mass. – September 26, 2007 – Ahoy, matey! Sudoku fans can now walk the plank and hit the high seas with the latest addition to [WorldWinner](http://WorldWinner.com)'s games portfolio. The company today announced the launch of Seven Seas [Sudoku](http://WorldWinner.com), an online cash competition version of the popular puzzle game with a pirate-themed twist. WorldWinner is a subsidiary of FUN Technologies Inc. (TSX:FUN) (AIM:FUN) and the leading provider of online game competitions for cash and prizes.

Seven Seas Sudoku is already proving to be a popular puzzler on WorldWinner; more than 12,000 games have been played in the initial days since its launch.

“WorldWinner created Seven Seas Sudoku in response to player demand for an interactive cash competition version of Sudoku, one the world’s most popular puzzle games,” said Peter Blacklow, president of WorldWinner. “Creating engaging online versions of popular offline favorites, such as SCRABBLE and Sudoku, is a key component of WorldWinner’s strategy to introduce a new audience of board and puzzle game fans to online cash competitions.”

Conceptualized and developed by WorldWinner, Seven Seas Sudoku is based on the universal rules of Sudoku. Players compete against one another by filling a 9x9 game board with numbered coins during each five-minute game. Participants accumulate points – booty for their treasure chests – by correctly completing a row, column or 3x3 square. If the clock runs out before players complete the entire game board, all empty squares are filled with Jolly Roger icons, resulting in scoring penalties. The player with the most loot in his or her treasure chest at the end of the game wins. Fill ‘er up, Captain!

Seven Seas Sudoku is available to players exclusively on WorldWinner.com and its partner sites, including AOL Games, GSN, MSN Games and Pogo.com.

About WorldWinner

WorldWinner (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 Virgin Games. 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.

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