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WorldWinner Launches Online Cash Competitions in Family Feud™

Game To Be Supported by Television Campaign Geared toward Family Feud Fans and Casual Gamers Alike

Newton, Mass. – October 1, 2007 – [WorldWinner](#) today unveiled an online cash competition version of [Family Feud](#), available now at WorldWinner.com. Through a partnership with FremantleMedia Enterprises (FME), licensor of Family Feud, WorldWinner created a skill-based, single-player version of the legendary television game show, in which players can compete 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.

“By integrating celebrated television brands with world-class online cash competitions, we’re providing game show fans with a new way to enjoy their favorite classic game shows and casual gamers with a growing selection of entertaining game titles,” said Peter Blacklow, president of WorldWinner. “Now, Family Feud fans who like to match wits with the game show contestants can prove their skill amongst friends, family and thousands of willing competitors on WorldWinner.com.”

Jason Turner, director of Interactive, FremantleMedia’s North American licensing team, added, “Family Feud is one of the most popular game shows of all-time and its format lends itself perfectly to the online and casual gaming universe. This continues to be an area where we look to extend all of our game show brands, and WorldWinner’s version of Family Feud is sure to be a hit.”

In conjunction with the game launch, WorldWinner today will unveil a new television campaign promoting its Family Feud game. Developed by Boston-based advertising agency Almighty, the two 15 second spots humorously convey that for the first time, Family Feud fans can play their favorite game show against others online for cash and prizes. The spots will air during first-run episodes of Family Feud in several major markets, including Atlanta, Dallas, Houston, Philadelphia and Los Angeles. Additionally, they will run on GSN (Game Show Network) nationwide during regular programming, including reruns of classic Family Feud.

Celebrating its 30th 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. The online cash competition version of Family Feud lets players test their intuition and knowledge by gradually revealing answers one letter at a time and allowing participants to type in an answer once they identify it.

The cash version of Family Feud is available to players exclusively on WorldWinner.com and its partner sites, including AOL Games, GSN, MSN Games and Pogo.com.

Family Feud is produced by FremantleMedia North America, a division of FremantleMedia.

About WorldWinner

WorldWinner (www.worldwinner.com) is the leading provider of online game competitions for cash and prizes. It hosts competitions in some of the most popular casual games, including *Solitaire*, *Bejeweled 2*, *SCRABBLE® Cubes*, *Luxor* and *Cubis*. 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.

About FremantleMedia

FremantleMedia Enterprises (FME) is the content exploitation arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the world's largest creators, producers, distributors and licensors of programme brands in over 40 territories worldwide.

FremantleMedia North America (FMNA) is a division of global media giant FremantleMedia. Based in Burbank, California, FMNA currently produces some of the most innovative and highest-rated entertainment on television, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "America's Got Talent" and "Thank God You're Here" (NBC), "American Inventor" (ABC), "The Janice Dickinson Modeling Agency" (Oxygen), "Property Ladder" (TLC), "Family Feud" (syndicated), and the longest-running game show in television history, "The Price Is Right" (CBS). FremantleMedia is one of the largest international creators and producers of entertainment brands in the world with leading primetime drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide.

FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets.

For further information, visit <http://www.fremantlemedia.com>.

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