



FUN
TECHNOLOGIES
PRESS RELEASE

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SCRABBLE® Cubes Now Available at WorldWinner

Online Adaptation of Hasbro's Classic Crossword Game to be Supported with National Advertising Campaign

TORONTO – November 21, 2006 – FUN Technologies Inc., one of the world's leading online and interactive casual games providers, today announced that cash competitions in SCRABBLE Cubes are now available at its WorldWinner.com games site. Since SCRABBLE Cubes launched, it has become one of the most popular games on WorldWinner. In the 24-hour period following the launch of SCRABBLE Cubes, WorldWinner saw the all-time highest number of cash players ever competing in tournaments on its site. SCRABBLE is under license from HPG, the licensing arm of Hasbro, Inc. (NYSE: HAS).

In support of the launch, WorldWinner kicked off a national print, broadcast and online advertising campaign. The campaign includes TV spots on GSN (the Game Show Network), Wheel of Fortune and Jeopardy!, a print ad in *Soap Opera Digest*, and an online ad on SoapOperaDigest.com. The ads invite SCRABBLE fans to go to WorldWinner.com to compete for cash prizes in their favorite word game. The ads were created by Boston-based agency Almighty.

“SCRABBLE has a built-in fan base of millions of people who grew up trying to out-wordsmith their family and friends, which makes it a great fit for our players who enjoy competing in both traditional and modern online games,” said Lorne Abony, CEO of FUN Technologies. “Given the initial positive feedback we’ve received, combined with our Q4 advertising efforts, we look forward to seeing SCRABBLE Cubes gain momentum as one of our most popular games.”

SCRABBLE Cubes is a 3-D word game based on Hasbro’s classic crossword board game, in which players achieve high scores by connecting letters to find as many words as possible across the surface of an ever-changing arrangement of cubes. The game features SCRABBLE tiles with corresponding point values, giving wordsmiths everywhere the opportunity to compete in a modern version of their favorite word game for cash and prizes. Adding to the challenge, players are tempted with bonus cubes containing special values, such as “double word score” or “double letter score,” as in the popular SCRABBLE board game.

SCRABBLE Cubes will be available on FUN's partner sites, including GSN.com, AOL Games, MSN Games, Pogo, Real Networks and Virgin Games, in early 2007.

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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 (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".

About FUN Games

FUN Technologies' FUN Games division, comprised of its wholly owned subsidiaries SkillJam, WorldWinner and Octopi, develops and distributes casual games solutions with a focus on free play and cash competitions across online, mobile and iTV platforms. Its broad network of partner sites includes leading global brands, such as AOL Games, EA-Pogo, GSN, Lycos, MSN Games, Real Networks and Virgin Games. FUN Games hosts ten million tournaments and awards millions of dollars in prizes every month.

About HPG

HPG, the licensing arm of Hasbro, Inc. (NYSE: HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround consumers of all ages worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

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