



press release

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Red Ball Challenge Now Available on the App Store

London, UK -- February 15, 2010 -- Endemol, a world leader in entertainment programming today announced its Red Ball Challenge App is now available from the App Store.

Red Ball Challenge, based on Endemol global blockbuster Wipeout and developed with leading video-game developer Tag Games, follows the success BBC One's hit series Total Wipeout. 3D graphics capture all the spectacular wipeouts and humour of the TV show. It's all about poise, determination, entertainment...and of course staying out of the mud.

Endemol UK's Head of Products and Brand Exploitation Jurian van der Meer said: "We're thrilled to see one of Endemol's most popular formats break through to iPhone and iPod touch. Red Ball Challenge will deliver hugely entertaining game play, which fans of the TV show can enjoy anywhere."

Paul Farley, Managing Director of Tag Games, said, "We are very excited to be working with Endemol on this app. The combination of huge obstacles, fast and engaging game-play, great 3D visuals and of course the painful falls will ensure the app will have great appeal to both fans of the TV show and gamers in general."

Players use both touch and motion control to navigate the course in the quickest time possible. The game features:

- A selection of eight characters, rag doll physics, authentic Total Wipeout music and online leader boards.
- Six obstacle challenges to overcome; the Topple Towers, Sucker Punch, Big Red Balls, Rope Swing, Sweeper and Dizzy Dummies.
- Bluetooth multi-player mode which allows players to challenge their friends to a head to head battle in real time.

Red Ball Challenge App is available for £XXX from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

Total Wipeout debuted in the UK in January 2009. It quickly became a ratings winner, the highest rating episode aired on Saturday 2nd January and achieved a peak audience of 8.4 million people.

To date, the TV show has been locally produced by 23 countries around the world including Turkey, Germany, Spain, The Netherlands, Argentina, Chile, Russia and The Middle East. In addition, a total of 17 broadcasters around the world have acquired the US, UK and Australian versions of the show.

For more information:

Rae Langford

tel: +44 (0)208 222 4176 email: rae.langford@endemoluk.com

ABOUT ENDEMOL

Founded in 1994, Endemol is a global leader in entertainment programming, having established itself as the largest independent TV, cross platform and digital production company in the world.

The company produces international blockbusters like *Big Brother*, *Deal or No Deal*, *Extreme Makeover: Home Edition*, *Star Academy* and *Wipeout*. Its growing drama portfolio includes worldwide hits such as *Home and Away*, *Rush*, *McLeod's Daughters*; *Wire in the Blood*, *Secret Diary of a Call Girl*, *Robin Hood* and *Nini*.

Endemol comprises a global network of 80 companies in 26 countries including the USA, the UK, Spain, Italy, France, Germany and the Netherlands, as well as Latin America, India, South Africa and Australia.

The company annually produces nearly 40,000 hours of premium entertainment for approximately 400 broadcasters and cross media platforms around the world. It also creates bespoke branded content for the world's leading advertising agencies and brands.

The company's creative teams around the world are continuously developing new ideas that are shared across the Endemol network. Endemol currently has a growing library of over 2000 formats and approximately 22,000 hours of content across genres including entertainment, reality TV, game shows, animation, comedy and drama.

The Group's distribution operation, Endemol Worldwide Distribution, has offices in Los Angeles, London, Paris, Sydney, Rome, Madrid and Hong Kong and represents major international shows such as *Home and Away*, *Extreme Makeover Home Edition*, *Wipeout*, *McLeod's Daughters*, *Rush*, *Secret Diary of a Call Girl*, *Hi-5*, *Blue Water High*, and Jerry Seinfeld's *The Marriage Ref*, which will launch early 2010 on NBC .

Endemol's global presence continues to grow. The group recently acquired 100% of Tiger Aspect, Darlow Smithson and Tigress, three leading international production companies, headquartered in the UK, with a combined portfolio spanning drama, comedy, animation, children's programming, entertainment, documentaries, docu-dramas, features and feature films.