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TV GUIDE® INKS FOUR NEW LICENSING DEALS

ScreenLife Games, Wiggles 3D Incorporated, Excalibur Electronics and eGames License TV Guide Crossword Puzzles, Trivia and Movie Reviews.

NEW YORK, NY - TV Guide Publishing Group, Inc., the worldwide leader in television entertainment news and information for more than 50 years, announced today it will bring its powerful brand and expertise in on-screen entertainment to the toy, board game and electronic game industry four new licensing deals. The four new licensees are **Excalibur Electronics Wiggles 3D Incorporated, ScreenLife Games, and eGames.**

“These four deals represent a significant step toward broadening TV Guide’s brand visibility among game enthusiasts,” said Steve Scebelo, senior vice president, *TV Guide* Licensing. “All of four of these new licensees are at the forefront of their industry, and we are thrilled to have the opportunity to incorporate our extensive resources into their products.”

Excalibur Electronics

In a multi-part deal with **Excalibur Electronics**, a Miami-based company that specializes in electronic games and executive gifts, TV Guide has licensed its library of crossword puzzles, trivia, and movie data to be used in three different hand-held products. First, Excalibur Electronics will incorporate TV Guide magazine crossword puzzles into a licensed game, TV Guide Electronic Crossword Puzzles. Excalibur Electronics will also utilize TV Guide-licensed trivia game TV Guide Quiz Master. Finally, TV Guide has licensed a vast database of information on 3,500 movies, including reviews, awards won, and biographical information on stars, to be used in the TV Guide Movie master, a hand-held cross-referencing resource for film enthusiasts.

Wiggles 3D

In an agreement with **Wiggles 3D** a board game company based in Ontario, Canada, TV Guide licensed a version of the Wiggles 3D popular board game Don’t Quote Me. Featuring “The Most Memorable TV and Movie Lines of our Times and the Amazing Characters Behind Them,” the Don’t Quote Me – TV Guide Edition brings a unique approach to the licensed board game marketplace by combining TV Guide’s iconic 50-year history of covering television entertainment with a dynamic new board game brand.

“We are delighted to have the opportunity to create a new model for licensed board games with *TV Guide*,” says Wiggles 3D President Don Reid. “Working with the TV Guide team on this initiative has ensured we have captured everyone’s favorite moments, both old and new, from television and movies.”

ScreenLife, LLC

In a deal with **ScreenLife, LLC**—the Seattle-based maker of the successful Scene It? DVD game—TV Guide will license a variety of brand assets for ScreenLife, LLC’s newest product, Scene It? – Junior. Targeting the audience of 10 years old and up, Scene It?— Junior will utilize TV Guide cover images, in the game’s “All Play” category, whereby a TV Guide cover will slowly materialize and the first player to identify the image will be the winner.

“We are very excited to be incorporating the TV Guide brand into our game,” says Dave Long, CEO, ScreenLife, LLC. “The ability to tap into TV Guide’s vast archive has resulted in a very compelling new aspect of Scene It? — Junior.”

eGames, Inc.

Finally, in a multi-year agreement with **eGames, Inc.**, a Langhorne, PA-based publisher of Family Friendly™ PC software games, TV Guide will license TV Guide magazine crossword puzzles, as well as TV Guide-branded entertainment trivia, for licensed PC-compatible personal computer disc games.

“The demographics of both the TV Guide consumer and the eGames consumer are quite similar,” commented Rich Siporin, Vice President Sales & Marketing, eGames. “We look forward to working with TV Guide on this exciting product offering.”

For additional information on the TV Guide Licensing program, log onto:

www.tvguide.com/licensing.

About TV Guide Licensing

Reaching more than 75 million consumers on a weekly basis, the TV Guide brand is one of the most widely recognized, trusted and valued brands in the world. The TV Guide Licensing program extends the power of the TV Guide brand by strategically partnering with leading manufacturers in a number of product categories, and by marketing its licensed products directly to users of TV Guide’s various media platforms including TV Guide® magazine, TV Guide Channel®, TV Guide Interactive®, and TV Guide Online. TV Guide Licensing is represented by SloaneVision Unlimited. For more information on the TV Guide licensing program, log onto: www.tvguide.com/licensing. The TV Guide Licensing program is a part of Gemstar-TV Guide International, Inc.’s TV Guide Publishing Group.

About Gemstar-TV Guide International, Inc.

Gemstar-TV Guide International, Inc. is a leading media and technology company that develops, licenses, markets, and distributes technologies, products and services targeted at the television guidance and home entertainment needs of consumers worldwide. The Company's businesses include: television media and publishing properties; interactive program guide services and products; and technology and intellectual property licensing. Additional information about the Company can be found at www.gemstartvguide.com.

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About Sloanevision Unlimited, Inc.

An award-winning licensing agency, SloaneVision Unlimited, Inc. (SVU) represents a select and diverse roster of global entities looking to maximize their brand’s market potential in the licensing arena. Their client roster includes TV Guide, Cherished Teddies, Chicken Soup for the Soul, Club Med, Dairy Queen, Little League Baseball and the art of Mary Badenhop.

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