



41 Entertainment Announces successful Langer's Juice Retail Promotion in more than 15,000 US doors in April and May for PAC-MAN™

The PAC is Back!

Greenwich, CT, USA, May 29, 2014

41 Entertainment ("41e") announced today that the Langer's juice retail juice promotion in the US, Virgin Islands and Puerto Rico for PAC-MAN and the Ghostly Adventures (the "Property") with product partners K'NEX and Phase 4 reached 15,628 retail doors including Kroger's (1,069 stores), Safeway (1,566 stores), Ralph's (255 stores) and Albertsons (435 stores) and WAL-MART (4,499 stores). Consumers received one PAC-MAN™ branded K'NEX toy and one episode at Xboxvideo.com via consumer mail-in offer with proof of purchase on specially marked bottles of Langer's Juice.

Langer's sold approximately 1 million bottles of Apple Juice (3 Liter), Apple Juice (64 ounces) and Pineapple juice (64 ounces).

Langer's and K'NEX promoted on their website and Facebook pages respectively.

"This was a very successful effort orchestrated by our promotion agency, CDM, in Newport Beach, California" states Allen Bohbot, Managing Director of 41e. "Anytime you can have product in more than 15,000 stores including all of the major retailers in America, you have achieved something special."

Avi Arad, Executive Producer, continues, "It is great that 41e has secured this promotion with such great partners."

"We are very pleased to welcome Langers Juice Company to this Property in 2014 under the management of 41e," adds Shin Unozawa, Executive Vice President at BANDAI NAMCO Games Inc.



Inquiries:

41 Entertainment LLC
500 West Putnam Avenue
4th floor
Greenwich, CT 06830

T: +1.203.717.1122
E: kiersten.morsanutto@41ent.com
www.41e.tv

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Notes to Editors:

About 41 Entertainment

41 Entertainment (“41e”) is a global animation company engaged in the production, distribution and marketing of animated children’s television programs and the marketing of related consumer products (licensing and merchandising) in all forms. The principals of 41e have worked on numerous successful animation projects and have successfully negotiated distribution deals in over 95 countries and territories in the children’s programming market.

About Arad Productions

Arad Productions specializes in adapting and converting genre characters and brands into film, television, animation, video games and toys, headed by Avi Arad who until recently was the Chairman and Chief Executive Officer of Marvel Studios, the film and television division of Marvel Entertainment, and Chief Creative Officer of Marvel Entertainment. In June of 2006, Arad branched off to form his own production company – Arad Productions, Inc. Arad has been the driving force behind Marvel's Hollywood renaissance with a track record that has been nothing short of spectacular, including a string of No. 1 box office openings. As a producer, his credits include the Spider-Man franchise movies (Columbia Pictures); the X-Men franchise movies (Twentieth Century Fox); The Hulk (Universal Pictures); Daredevil (New Regency); The Punisher (Lionsgate Entertainment); Blade, Blade II and Blade: Trinity (New Line Cinema); Elektra (Twentieth Century Fox); The Fantastic Four and its sequel Fantastic Four: Rise of the Silver Surfer (Twentieth Century Fox); Ghost Rider (Columbia Pictures); Iron Man (Paramount Pictures); and The Incredible Hulk (Universal). Mr. Arad's current feature film slate includes The Amazing Spider-Man (Columbia Pictures), Ghost Rider: Spirit of Vengeance (Columbia Pictures), Ghost In The Shell (DreamWorks), Venom (Columbia Pictures), Uncharted: Drake’s Fortune (Columbia Pictures), Popeye (Sony Pictures Animation), InFamous (Columbia Pictures), Maximum Ride (Universal), Mass Effect (Legendary Pictures / Warner Bros.), and many more including the hit animated TV shows Spider-Man and X-Men.

About BANDAI NAMCO Games

BANDAI NAMCO Games Inc., a part of BANDAI NAMCO Holdings Inc., is a leading global publisher and developer of interactive contents – including all major video game consoles, amusement machines (arcade products) and network platforms such as mobile and online. The company is known for creating and publishing many of the industry’s top video game franchises, including PAC-MAN™, TEKKEN™, SOULCALIBUR™, GALAGA™, RIDGE RACER™ and ACE COMBAT™. More information about the company and its products can be found at <http://www.bandainamcogames.co.jp/english/>.

About BANDAI NAMCO Group

BANDAI NAMCO Group's Mission is to offer "Dreams, Fun and Inspiration" to the world. With the Vision to become the most "Innovative Entertainment Corporate Group" in the world, our Group is providing the vast range of Entertainment through Toys, Games, Network Contents, Visual Contents, Music, Amusement Facilities throughout the world.

About Langers Juice Company

We make juice. We drink a lot of juice as well. In fact, we taste every batch before the Langer label reaches the bottle. Growing up, we drank fresh juice every day; Dad was our "head juicer," and we were his "official tasters". That's how we discovered which fruits made the best blends and the best tasting juice. Since the formation of the company in 1960, the Langer family has remained actively involved in every aspect of making juice, from production and marketing to quality assurance

Family owned Langer Juice Company, Inc., has emerged as a major force in the very competitive juice industry. Producing beverages in many of the high volume categories that include apple, cranberry, grape, citrus, pomegranate and tropical blends, the Langer brand can be found in major retailers across the country. They have expanded their Langers Plus product line to include nine varieties of enhanced 100% juices, which contain added nutrients, essential antioxidants, minerals and herbs. The newest additions include No Worries brand cocktail mixers and 17 oz sparkling flavored zero calorie waters. Langer Juice Company is located in City of Industry, CA.

About The CDM Company

For over 24 years, The CDM Company has specialized in helping consumer focused companies build their sales and brand awareness through strategic and insight-driven promotions featuring co-branded & entertainment partnerships and promotional merchandise. Headquartered in Newport Beach, CA. CDM has developed promotions for a host of global clients including Carl's Jr/Hardee's, Mars, BIC, Gerber, P&G, Hasbro, and Mondelez. Get to know CDM at www.thecdmco.com