

41 Entertainment and Arad Animation Appoint MGA Entertainment as Master Toy licensee on Kong- King of the Apes™ property - A Netflix Original Series (“KONG”)

Greenwich, CT, and Los Angeles, California USA, March 17, 2015

41 Entertainment (“41E”) and Arad Animation (“Arad”) announced today that they have granted the exclusive worldwide master toy license (“Master Toy”) to MGA Entertainment (“MGAE”) on their KONG property. The product line will include figures, electronic and action plush, playsets, vehicles, games (electronic and non-electronic) and learning aid toys. The property is targeted at kids aged 5-10.

Avi Arad, CEO of Arad states “MGAE is an extremely creative company that will design and produce a full line of KONG products and dinosaurs, in electronic and non-electronic form, for a worldwide audience. We are extremely happy with this partnership on KONG.”

Isaac Larian, President and CEO of MGAE states “We were attracted to this great brand because of its iconic nature, Avi’s great story-telling and designs and the power of Netflix as a platform. We are excited to design and produce a strong product line for 2016.”

Adds Allen Bohbot, Managing Director of 41E “We are very pleased to bring on board the great creativity and talents of MGAE. We have a full licensing program planned and the market response has been great. We look forward to introducing more KONG elements in a major way at the Las Vegas Licensing Show in June.”



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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. Key brands include PAC-MAN and the Ghostly Adventures, the iconic Classic PAC-MAN and Kong- King of the Apes.

About Arad Productions and Arad Animation

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), Mass Effect (Legendary Pictures / Warner Bros.), and many more including the hit animated TV shows Spider-Man and X-Men.

About MGA Entertainment

MGA Entertainment, a consumer entertainment products company headquartered in Van Nuys, California, manufactures innovative lines of proprietary products for the toy and consumer electronics market. The company also licenses its products in such areas as home décor, stationery and sporting goods. The MGA family includes award-winning brands such as Little Tikes®, Lalaloopsy™, Moxie Girlz™, Mooshka™, Bratz®, Vi and Va™, and Zapf Creation®.

About Netflix

Netflix is the world's leading Internet television network with over 50 million members in more than 40 countries enjoying more than one billion hours of TV shows and movies per month, including original series. For a low monthly price, Netflix members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.