

## **41 Entertainment Appoints BRB International as Agent for Iberia on Kong - King of the Apes™ Property (“KONG”)**

Greenwich, CT and Madrid, Spain- September 29, 2015

41 Entertainment (“41E”) announced today that it has appointed BRB International (“BRB”) as its licensing agent for Iberia on its KONG property.

Allen Bohbot, Managing Director at 41E “We are proud to add BRB as our agent in Iberia and to continue on the good relationship we have enjoyed over the past few years. The licensing program in the U.S. is rapidly expanding and we have high expectations in Spain and Portugal. We know that these guys can deliver.”

Javier Biern, Licensing Director at BRB adds “King Kong is an iconic property and the animation and storytelling of this TV show is truly world-class accompanied by a major style guide for the brand. We know our local customers and we can confirm they will be part of this upcoming blockbuster. Our team is very excited to start presenting our plans for this franchise which is as BIG as its main character.”

Kong - King of the Apes™ bows worldwide in spring 2016.



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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 BRB Internacional**

An international company with over 40 years of experience in high-quality content production, distribution and licensing. In animation, its works have traveled around the globe, with such characters as *David The Gnome*, *Dogtanian* and *Willy Fog* having become classics. Currently, BRB incorporates successful branded productions – including *Invizimals*<sup>™</sup>, *Filly Funtasia*, *Mica* and *Bernard* – and it is immersed in various cartoon film projects such as *SuperBernard* and *Dogtanian and The Three Muskehounds*. In the area of licensing, BRB manages a huge worldwide IP catalogue including such successes as *Invizimals*<sup>™</sup>, from Sony Computer Entertainment, *Pac-Man*<sup>™</sup> from 41 Entertainment, *Geronimo Stilton* from Atlantycya Entertainment and *The Hive* from Space Enterprises for Iberia. For more information: [brb.es](http://brb.es), [youtube.com/BRBInternacional](http://youtube.com/BRBInternacional), [facebook.com/BRBInternacional](http://facebook.com/BRBInternacional), [twitter.com/brbint](http://twitter.com/brbint), [animakids.com](http://animakids.com)