

## **41 Entertainment and Arad Animation Appoint C-Life Group as Lead Apparel Licensee for United States on Kong - King of the Apes™ Property (“KONG”)**

Greenwich, CT and New York City – November 03, 2015

41 Entertainment (“41E”) and Arad Animation (“Arad”) announced today that they have granted a license to New York City based C-Life Group (“C-Life”) for the United States for Tee shirts, Fashion Tops and Bottoms, Fleece, and Swimwear for men, juniors, boys, girls and toddlers on their KONG property.

Denise Carranza, Director of Licensing at C-Life adds “We are really pleased to partner with 41E on KONG. With Avi Arad producing, we expect that this Kong project will be bigger than life!”

Adds Anna Kislevitz, Director of Global Licensing and Merchandising at 41E “We are proud to add C-Life to our growing list of high quality licensees worldwide including MGA, Komar, FAB NY and now C-Life. The response in the United States and at Brand Licensing in London was very strong.”

Kong - King of the Apes™ bows globally on Netflix 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 C-Life**

Founded in 1989, C-Life Group, Ltd. is a leading licensed apparel company headquartered in the heart of New York City's fashion district with design offices in both New York and California. With a keen focus on market trends, we excel at creating innovative design and quality apparel for men, women, and children. A trailblazer in our field, we are committed to introducing retailers to the world of licensed products. This has allowed C-Life to establish itself as a trusted partner for major retailers nationwide and around the globe. Our licensing portfolio contains over 100 well-known brands from the sports, entertainment, and music industries, including Marvel, Warner Brothers, and Perryscope Productions.