



41 Entertainment Grants Free TV Rights for PAC-MAN™ in Russia

The PAC is Back!

New York and Moscow, March 29, 2013

41 Entertainment (“41e”) announced today that it has granted the Free TV rights to CTC Network (“CTC”) for the *PAC-MAN and the Ghostly Adventures* property (the “Property”) in Russia. The TV series (26 x 22’) is slated to begin broadcast in late 2013 or early 2014.

Allen Bohbot, CEO of 41e states, “CTC is currently the leading entertainment channel with 95% penetration in Russia. We are thrilled that they have decided to join the growing list of high quality broadcasters in the PAC-MAN family.”

Julia Parshina, Acquisitions Manager at CTC Media and CTC Network adds: “The animation is of very high quality. The show is amazing and well known all over the world. We are confident that Russian children of all ages will enjoy watching it.”

Avi Arad, Executive Producer of Arad Productions, continues, “Russia is a growing and major market and we are pleased to have CTC broadcast the show.”

“We are very pleased to be working with strong broadcasters like CTC,” adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.

Plus Licens’ Moscow office (Paul.Tush@pluslicens.ru) has been appointed to handle all local licensing and merchandising activities in Russia.



Enquiries:

41 Entertainment LLC
500 West Putnam Avenue
Suite 400
Greenwich, Connecticut 06830

T: +1.203.542.7310
E: kiersten.morsanutto@41ent.com
www.41ent.com

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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 NAMCO BANDAI Games

NAMCO BANDAI Games Inc., a part of NAMCO BANDAI 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 NAMCO BANDAI Group

NAMCO BANDAI 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 CTC Network

The CTC Channel has been broadcasting since December 1996 and currently occupies the leading position in the entertaining television sector. The CTC brand is instantly recognizable among viewers, who are drawn to its original, catchy, stylish and dynamic content.

As a universal entertainment channel, CTC strives to achieve the perfect combination of Russian and foreign programs, series, sitcoms, sketch shows and other content of interest to its target audience. The channel's lineup includes its own in-house series and shows, as well as adaptations of some of the best international formats. World famous animated movies from major worldwide and domestic studios, famous Hollywood and European blockbusters are also an important part of CTC's content.

During the period from 1996 to 2012, the potential audience of the CTC Channel in Russia has grown more than tenfold, reaching 100 million viewers.

CTC's share of the "All 10-45" audience, which is the most favored and attractive for advertisers, has also been growing steadily. The technical penetration of the channel in Russia is 95%. Detailed information about CTC can be found at www.ctc.ru.

About CTC Media, Inc.

CTC Media is a leading independent media company in Russia, with operations throughout Russia and in a number of other CIS markets. It operates three free-to-air television networks in Russia – CTC, Domashny and Peretz – as well as Channel 31 in Kazakhstan and a TV company in Moldova, with a combined potential audience of over 150 million people. The international pay-TV version of the CTC channel is available in North America, Europe, North Africa, the Middle East, Central and South East Asia. CTC Media also has its own TV content production facilities through its subsidiary Story First Production and a number of digital media assets in Russia. The Company's common stock is traded on The NASDAQ Global Select Market under the symbol "CTCM". For more information on CTC Media, please visit www.ctcmedia.ru.