



41 Entertainment Names Licensing Agent for France and French speaking Belgium and Switzerland for PAC-MAN™

The PAC is Back!

Greenwich, Connecticut and Paris, France – April 11, 2013

41 Entertainment (“41e”) announced today that it has appointed Zodiak Kids, a division of Marathon Media (“Zodiak Kids”) as its new licensing and merchandising agent for France for the *PAC-MAN and the Ghostly Adventures* TV series (26 x 22’) (the “Property”) slated to begin broadcast in autumn 2013 in the English speaking markets and in spring 2014 worldwide.

“The licensing program for the Property continues to expand at a rapid pace and we believe that the Zodiak Kids Paris based team understand the potential and will represent us well in France” says Allen Bohbot, CEO of 41e.

Patricia De Wilde, Senior VP Consumer Products at Zodiak Kids, France adds: “This is a brilliant property that we are excited to represent and we are sure it will be successful in France. We will be speaking with prospective licensees with immediate effect and will be making PAC-MAN a major feature at our stand at the Kazachok Forum this month in Paris.”

Avi Arad, Executive Producer of Arad Productions, continues, “France is a major market and we are happy to welcome Zodiak Kids to the family of fine agencies managed by 41e.”

“We are very happy to welcome this new major agency working closely with 41e”, adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.

For more information, please contact Patricia De Wilde at Patricia.Dewilde@marathon-media.fr.



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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 Zodiak Kids CP Paris

Zodiak Kids CP Paris is a part of Zodiak Kids headed by industry veteran Patricia de Wilde. The company manages the international licensing rights of all properties produced by sister company Marathon Media (Redakai, Gormiti, Totally Spies!) and the French rights of some Zodiak Kids CP London properties (Tickety Tock, Little Princess). Additionally it manages third party properties in France (Where's Wally?) and Europe (Ddee, The Saddle Club).

About Marathon Media

Marathon Media, a Zodiak Kids company, is one of France's biggest animation producers, and one of the world's leading cartoon studios. Based in Paris, the company is managed by Vincent Chalvon Demersay and David Michel. Its international successes include Rekkid Rabbit, Gormiti, Spiez, Monster Buster Club, Martin Mystery, Team Galaxy, Marsupilami, and of course the smash hit series Totally Spies! Each brand's extraordinary track record in TV extends into merchandising, with activities across categories such as toys, home entertainment, multimedia, stationery, publishing and much more. Marathon Media is a cornerstone of Zodiak Media and a key company within Zodiak Kids, a division which unites all of the group's kids production, distribution and consumer products entities under one banner. Zodiak Kids has established itself as one of the top independent leaders in the global kids programming market today and encompasses the group's dedicated kids production companies (Marathon Media and Tele Images Productions (France), Zodiak Active Kids Entertainment (Italy), and The Foundation (UK)); a TV Sales division (Zodiak Rights); and Licensing entities (Zodiak Kids CP Paris and Zodiak Kids CP London). For additional information please visit: www.marathon-media.fr , www.zodiakkids.com/