



41 Entertainment Announces Major Licensing Partners for PAC-MAN™ in Mexico and Latin America

The PAC is Back!

Greenwich, CT, USA

41 Entertainment (“41e”) announced today that it has secured a number of quality licensees in Mexico and Latin America for the *PAC-MAN and the Ghostly Adventures* property (the “Property”).

In México, **Photo Pack** has licensed backpacks, tote bags, lunch boxes and other bags including computer bags and accessories for laptops, tablets and iPads. **Lucky Clover** has licensed stationery products including pens, pencils, folders, erasers, crayon and cases, rulers, sharpeners, scissors, diaries, banks and accessories, while **IFCO** has secured a license for caps, wallets and bags of various sizes and shapes.

These deals were secured by Tycoon Enterprises, 41e’s agent in Mexico.

In Latin America, **Dreamkyds** has secured wide ranging and expansive licenses including backpacks and other bags of various shapes and sizes, T-shirts, sweatshirts, pajamas, underwear, swimwear and socks as well as Stationery items including pens, pencils, folders, erasers, rulers, scissors, notepads, agendas, umbrellas, key chains, caps and beanies, frisbees, drinking bottles, inflatable balls and footwear.

This license was secured by Televis Entertainment and CPL – Compañia Panamericana de Licencias, 41e’s agents in Latin America.

“The licensing program for the *PAC-MAN and the Ghostly Adventures* property is really taking off and we are very pleased of these activities since the Las Vegas Licensing Expo. It’s going to be a great 2014 for PAC-MAN licensed product” states Allen Bohbot, CEO of 41e.

Avi Arad, Executive Producer, continues, “PAC-MAN is a global property and it makes sense that great companies worldwide would want to join our effort and produce high quality product. We look forward to welcoming more leading companies to the PAC-MAN family.”

“We are very happy with the reception to the property and excited about the prospects secured by 41e and its agents” adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.

For licensing opportunities in Mexico, please contact Karla R. Betanzo de la Rosa (karla.betanzo@tycoon.mx) – Director of Marketing, Tycoon Enterprises; for licensing opportunities in Latin America, please contact Liliana Carranza (liliana.carranza@cpl.com.pe) - Communications & Marketing Manager of CPL; for all other markets globally, please contact Kiersten Morsanutto (kiersten.morsanutto@41ent.com) – Sales and Marketing Manager, 41 Entertainment.



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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 Tycoon Group

Tycoon Group is a one of a kind Marketing and Entertainment consortium which provides Licensors and brand owners a full spectrum 360° service, including Licensing & Merchandising Agent services, distribution of Home Video and Music titles, and production and promotion of Live Shows, all under one roof. With 23 years of experience, Tycoon offers the most consistent and reputable operation in Latin America through **offices on the ground** in Mexico, Colombia, Costa Rica, Chile & Peru, and now Brazil. Expert at developing new markets, Tycoon understands brands and audiences, and builds tailor-made programs to take each property to its highest potential.

About CPL

Compañía Panamericana de Licencias (CPL) is the most important Promotional and Licensing agency in Latin America with more than 30 years of experience, having offices in Argentina, Brasil, Colombia, Ecuador, Chile, Mexico, Panama, Venezuela and Peru, and covering the rest of the territories with travel agents. CPL is specialized in giving a complete service of advisement in the marketing area, such as the design of integral promotional campaigns, as well as the granting of rights for the use of characters, on brands and products. CPL is a leader group as result of a deep understanding about the business and the idiosyncrasy of participants in the process, teamwork, providing each licensor and supplier with a superior service than expected, offering an efficient and effective personalized attention to our clients in every step of sales and post-sales process and maintaining a sustained growth that always generates higher profitability for our customers, shareholders, licensors, suppliers and employees (stakeholders).

About Televix Entertainment

Beverly Hills based Televix Entertainment was established in 1990, and has become the largest independent distributor of animation in Latin America, with over 4,000 hours of programming in its library. Its main business is the distribution of animation, anime, family entertainment, documentaries, and feature films domestically and in the international market. Televix has offices and representatives in San Juan (Puerto Rico), Sao Paulo (Brazil), Bogota (Colombia), Santiago (Chile) and Barcelona (Spain). Televix licenses properties to broadcasters, DVD distributors, merchandising licensees, and mobile operators. Televix programs originate from around the world; Japan, USA, Canada, UK, Spain, France, Brazil, China, etc.