



**41 Entertainment Grants TV rights to MBC3 for PAC-MAN™;
Names Licensing & Merchandising Agent and Toy Partner**

The PAC is Back!

Greenwich, CT, USA and Dubai

41 Entertainment (“41e”) announced today that it has granted the TV rights to MBC3 and MBC3HD the leading kids channel in the MENA region for the *PAC-MAN and the Ghostly Adventures* property (the “Property”) as well as MBC3 USA in Arabic. The TV series (39 x 22’) includes Seasons I and II and is slated to begin broadcast in early 2014.

MBC3 is the first Free To Air children’s entertainment channel in the MENA Region. It delivers a programming mix of children’s education and entertainment that connects with and stimulates the imagination of Arab kids aged between three and fourteen as well as creating the quality viewing time with their parents.

Furthermore, 41e has appointed MBC Licensing & Merchandising as its agent in the region to handle licensing and merchandising activities. Toy Triangle, a leading toy and game distributor in the region has already signed on to distribute toy product on the Property.

Allen Bohbot, CEO of 41e states, “MBC3 is the leading entertainment channel and their licensing division handles a number of well-known children’s brands. PAC-MAN is in good hands with MBC and Toy Triangle in this fast growing region.”

Ashraf Younis, MBC3 Senior Channel Manager said: “PAC-MAN has a long history and legacy. We were excited to hear that this well-known game has now become a TV animation. The quality, look and feel of the animation was behind our decision to acquire it. We are very confident that MBC3 channel and its Licensing and Merchandising arm are the right partners to bring this IP to today’s young generations to enjoy.”

Norman MacDonald, Vice President of Toy Triangle added “We are very excited to distribute the Bandai toy line and perhaps others as we look to build a big program around PAC-MAN in 2014.”

Avi Arad, Executive Producer of Arad Productions, continued by saying: “It is great that MBC3 has joined the PAC-MAN family so that Arab kids, wherever they are, can enjoy this property.”

“We are very pleased to welcome MBC3, MBC L&M and Toy Triangle to the PAC-MAN program,” adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.

For licensing and merchandising opportunities in the Middle East, please contact Alia Atcha Almeida (alia.atcha@mbc.net), Business Development Manager - Merchandise & Licensing; for all other markets in the world, please contact Kiersten Morsanutto (kiersten.morsanutto@41ent.com), Sales & Marketing Manager at 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 MBC Group

MBC Group is the first private free-to-air satellite broadcasting company in the Arab World which was launched in London in 1991 and later moved to its headquarters in Dubai in 2002. Over the past 22 years, MBC Group has grown to become a well-established media group that enriches people’s lives through information, interaction and entertainment. Based in Dubai, in the United Arab Emirates, MBC Group includes 13 television channels: **MBC1** (general family entertainment), **MBC2 and MBC MAX** (24-hour movies), **MBC3** (children’s edutainment), **MBC4** (entertainment for young families with women at its core), **MBC Action** (an indigenous adrenaline-packed channel with local and homegrown productions), **MBC Persia** (24-hour movie channel dubbed in Farsi) , **Al Arabiya** (the 24-hour Arabic language news channel); **Al Arabiya Al Hadath** (an extension of Al Arabiya News Channel); **Wanasah** (24-hour Arabic music channel); **MBC DRAMA** (24/7 Arabic Drama); **MBC MASR** (general family entrainment channel geared towards the Egyptian family), and **MBC + Drama** (paid channel on OSN).The Group also includes two radio stations: **MBC FM** (Gulf music), and **Panorama FM** (contemporary Arabic hit music); as well as **O3 productions**, a specialized production unit. Furthermore, the Group includes online platforms: www.mbc.net, www.alarabiya.net, www.shahid.net (the first free VOD and catch up portal in the Arab world) and www.actionha.net, among others.

About Toy Triangle

Toy Triangle is the largest toy distributor in the Arab speaking world (“MENA”) with 20 years of experience in the region and dedicated sales, marketing and merchandise teams. Toy Triangle represents many of the world’s leading toy brands and has strong relationships with leading regional broadcasters. With a dedicated purchase and logistics office in Hong Kong and 10 regional distribution hubs, Toy Triangle understands regional cultural laws and sensitivities. Established in Jeddah, Saudi Arabia in 1991, Toy Triangle has local offices in many of the markets in the MENA region.