



41 Entertainment announces launch strategy in UK and Eire for PAC-MAN™

The PAC is Back!

Greenwich, CT, USA and London, England- 28 October 2013

41 Entertainment (“41e”) and its UK licensing agent, Lisle International (“Lisle”) announced today its strategy for the launch of the PAC-MAN and the Ghostly Adventures (the “Property”) program in the United Kingdom. The TV series (39 x 22’) includes Seasons I and II.

- SKY will launch on its stereoscopic 3D channel.
- Disney XD will launch on its 2D platform in January 2014.
- Burger King will have premiums in its 500+ restaurants in January and February.
- Bandai will initially launch its master toy line in January
- Namco Bandai Games UK will launch the videogame on multi-platforms on March 7, 2014
- Blues will launch apparel in 1st quarter
- VMC Accessories will launch fashion accessories
- KNEX will launch construction toys in spring
- The Official PAC-MAN and the Ghostly Adventures magazine will launch throughout Spring/summer 2014 from Titan, as well as an Annual from Pedegree.
- Novelty items from Underground Toys and dress-up from Palamon will also launch through Spring/summer 2014.
- Giromax will launch trading cards and sticker albums from spring/summer 2014.

Allen Bohbot, CEO of 41e states, “We are genuinely excited for this UK launch beginning in early 2014. We are thrilled to have so many fine partners join the PAC-MAN family in the UK and Eire with many more to come.”

Francesca Lisle, Partner at Lisle added “We are very pleased that this great property will be launched in the UK beginning 2014 and roll-out through spring and summer. It is very exciting.”

Lee Kirton, Marketing & PR Director at Namco Bandai Games in the UK stated “We know that there are legions of PAC-MAN fans of all ages that are anxiously waiting for this new game on XBOX 360, PS3, WiiU and Nintendo 3DS”.

Avi Arad, Executive Producer, continues, “The PAC is really back!”

“We welcome these fine companies to the PAC-MAN family”, adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.



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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 Lisle International

Established in 2010, Lisle International has a unique combination of experience and youth, creating a fresh, innovative and proficient licensing agency. The team is responsible for delivering first class merchandising programs for a wide range of licenses including The Trash Pack™, Temple Run and new pre-school property PIP! With a combination of over 40 years extensive market and category knowledge in multiple territories, Lisle International offers its license partners a unique and experienced service, with an internal capacity that manages all strategy development, product approvals, royalty reporting and contracts. Lisle International’s strategic, innovative approach to brand management and development lends itself to delivering an all-round excellent service for its clients and partners.