



**PAC-MAN AND THE GHOSTLY ADVENTURES TV PREMIERE
DELIVERS STRONG RATINGS IN UK TO RANK AS DISNEY XD'S
#1 RATED TELECAST IN 2014 FOR KEY DEMOGRAPHICS OF KIDS
AND BOYS**

**PROPERTY DELIVERS STRONG BOYS (4-15) AND KIDS (4-15)
RATINGS**

41Entertainment ("41e"), Arad Productions ("AP") and NAMCO BANDAI Games ("NBGI") announced today that the premiere performances of PAC-MAN and the Ghostly Adventures (the "Property" or PAC-MAN") on Disney XD UK on Saturday 11th January delivered strong ratings with back-to-back launch episodes, ranking as one of the channel's top rated telecasts in 2014 to date in key demos.

RATINGS HIGHLIGHTS (*based on first episode of double episode launch on Saturday 11th January, 2014*):

- Top rated telecast on Disney XD in 2014 to date with kids (4 -15) and boys (4-15)
- The first episode of PAC-MAN at 09.30 ranked Disney XD as the #1 kids' channel in its timeslot with boys 4-15 and 8-12
- The second episode at 10:00 was also number one its slot outperforming all other kids channels, with boys aged 8-12

Source: *BARB/AdvatEdge January 1st – 12th, 2014, unconsolidated overnight data*

States Allen Bohbot, CEO of 41e, "We are thrilled that PAC-MAN and the Ghostly Adventures was the top rated show with kids and boys on Disney XD for the series launch, which is fantastic given the quality of shows on the channel."

Avi Arad, Executive Producer adds, "These great ratings confirm what we believed: that fantastic animation and storytelling for this iconic character would connect with kids."

Shin Unozawa, Chief Operating Officer of NBGI said, "We are very pleased with the performance of the property on Disney XD in the UK."



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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.