



**PAC-MAN AND THE GHOSTLY ADVENTURES TV PREMIERE
DELIVERS STRONG RATINGS IN FRANCE ON GULLI AND CANAL J**

PROPERTY DELIVERS STRONG KIDS 4-10 RATINGS

41Entertainment ("41e"), Arad Productions ("AP") and NAMCO BANDAI Games ("NBGI") announced today that the performances of PAC-MAN and the Ghostly Adventures or PAC-MAN et les Aventures de Fantomes (the "Property" or "PAC-MAN") on Gulli and Canal J in France have been very good.

Gulli started during the holiday break and achieved 16.3% market share (4-10 kids) or 129,000 kids which is +7% above the average for the time slot. In addition, since the formal launch on January 6th, the Series has been achieving strong ratings at 26.3% market share (4-10 kids) or 78,000 kids. (Source: Mediametrie/Médiamat, consolidated data from 23/12/13 to 22/01/14, overnight data from 23/01 to 30/01/2014)

And on CANAL J, Lagardere Active's pay TV channel dedicated to children from 6 to 12, from November to December 2013, each month, 121,000 4-10 kids on average watched Pac-Man and the Ghostly Adventures. (Seuil : Médiamétrie / Médiamat'Thématik, consolidated data. At least 10 secondes consecutives viewing).

States Allen Bohbot, CEO of 41e, "This is excellent news that PAC-MAN is performing so well in France on Gulli and Canal J given the strength of the channels and the high quality of their shows."

Caroline Cochaux, Head of Programs, Kids & Family Channels, and Lagardère Active adds, "According to our new animation brands strategy, we are so pleased with the strong performance of PAC-MAN. Iconic side of the characters gives all its power to the very high level animation and our audience is responding really well to it."

Avi Arad, Executive Producer adds, "PAC-MAN continues to deliver in all languages."

Shin Unozawa, Chief Operating Officer of NBGI said, "We are very pleased with these strong ratings."



Enquiries:

41 Entertainment LLC
500 West Putnam Avenue
4th Floor
Greenwich, CT 06830

T: +1.203.717.1122
E: kiersten.morsanutto@41ent.com
www.41e.tv

Notice of Rights: (C) 2012 NAMCO BANDAI Games Inc

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 Gulli

Gulli pull out all the stops with a website, replay TV, connected TV, mobile and tablet apps and more! As France's leading free youth and family channel, Gulli draws an audience of both children and parents, with 6 million viewers daily. Since 2010, Gulli is France's best known channel in its category. Today, in addition to the television channel, Gulli is a true family entertainment platform available on a wide variety of media, including digital (gulli.fr, Gulli Replay, connected TV applications, tablets and mobile phones, iTunes, etc.), with a full audio range, magazines, toys and field events. These various modes of expression offer the whole family a multitude of ways of experiencing the brand's values and communicative energy.

(Source: Mediamat/Mediametrie, annuel 2012)