



NETFLIX, ARAD ANIMATION AND 41 ENTERTAINMENT ANNOUNCE *KONG - KING OF THE APES*[™], A NEW ORIGINAL SERIES FOR KIDS

*From Executive Producer Avi Arad, The Gentle Giant
Swings Onto Netflix Worldwide in 2016*

Beverly Hills, Calif. (October 1, 2014) – Netflix Inc. and 41 Entertainment announced today, *Kong - King of the Apes*[™], an original animated TV series for kids from Executive Producer Avi Arad. Arad has been a producer of iconic superhero stories like Spider-Man franchise movies, the X-Men franchise movies, the Iron-Man films, and The Incredible Hulk. He has also executive produced kids TV with the extremely popular Pac-Man and the Ghostly Adventures series which began in 2013. Netflix members around the world will be introduced to KONG first through a full length feature film that will be followed by 12 half hour episodes beginning in 2016.

Set in 2050, this CGI animation is a fresh and modern take on the classic King Kong story. Even far in the future, KONG is still the strongest creature ever born with many human traits that make him the ultimate iconic hero. In KONG, the future looks bright for San Francisco's Alcatraz Island since its transformation into the most impressive Natural History and Marine Preserve on the planet. But when the star attraction suddenly goes ape and KONG becomes public enemy number one, the villain that framed him is free to unleash an army of gigantic robotic dinosaurs on the unsuspecting world. Ironically, KONG is the only force formidable enough to stop these super-powered dinosaurs and the evil genius manipulating them. But KONG is now the world's most hunted fugitive. Fortunately, there are three young humans who know the truth and are willing to risk their lives to help KONG evade capture, while he battles to save humankind.

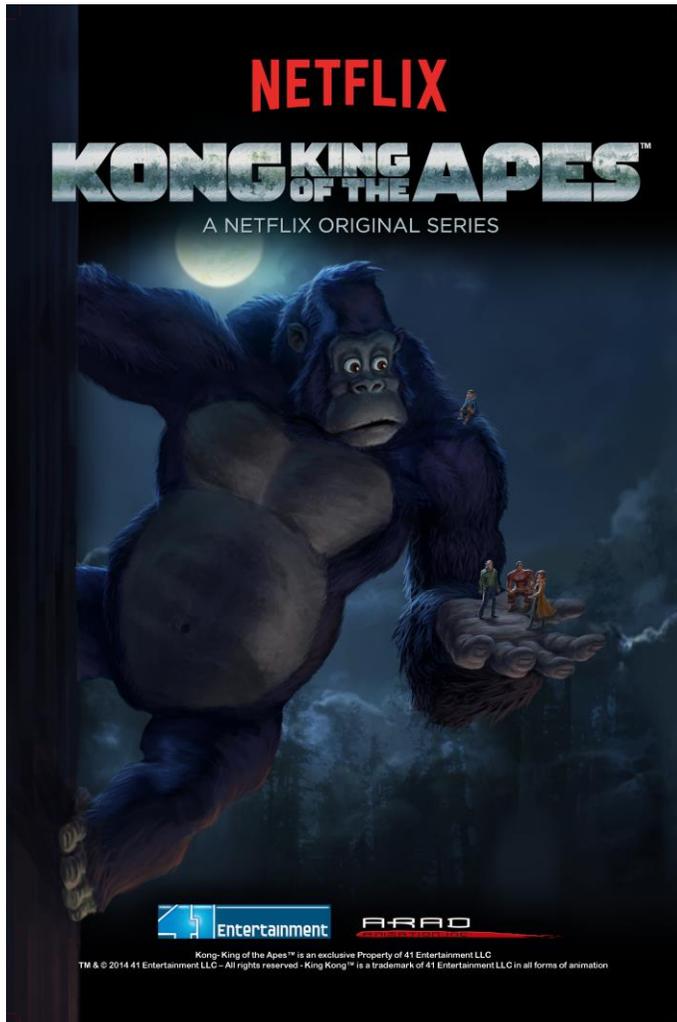
"We're thrilled to be working with Avi who has made some of the most successful action and adventure franchises today and whose Pac-Man and the Ghostly Adventure series has been very popular on Netflix around the world," said Ted Sarandos, Chief Content Officer for Netflix. "With 41 Entertainment as our partner on this, we continue to work with some of the finest animation studios around the world to create shows that will appeal to kids of all ages globally."

"I always loved King Kong. This is a unique opportunity to introduce him in brilliant CGI animation to kids worldwide with the power of Netflix," said Executive Producer, Avi Arad.

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About Netflix

Netflix is the world's leading Internet television network with over 50 million members in more than 40 countries enjoying more than one billion hours of TV shows and movies per month, including original series. For a low monthly price, Netflix members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

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 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.

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