



Press Release

September 26 , 2011



41 Entertainment Named Worldwide Distributor for PAC- MAN 3D

The PAC is Back!

41 Entertainment LLC (“41e”), the New York, London and Barcelona based animation production and distribution company announced today that it has been appointed by Namco Bandai Games to distribute worldwide the brand new series entitled PAC-MAN 3D (26 x 26’) in time for a fall 2013 airing.

Based on the iconic brand, the series will be produced in stereoscopic 3D by *Avi Arad* (Spider-Man for Sony Pictures, Iron Man for Paramount, Hulk for Universal and Fantastic Four and X-Men for 20th Century Fox) and *Rick Ungar* (Biker Mice from Mars for New World, X-Men Evolution for Marvel and Legend of the Dragon for BKN) and written by *Tom Ruegger* (Scooby-Doo for Hanna-Barbera; Animaniacs and Batman - The Animated Series for Warner Bros. Animation) and *Paul Rugg* (Animaniacs and Scooby-Doo! Mystery Incorporated for Warner Bros. Animation).

States 41e CEO, Allen Bohbot: “We are very pleased to handle PAC-MAN, an adventurous and whimsical character, who by celebrating his 30th birthday joins a shortlist of iconic cultural phenomena, and project that broadcasters and licensees worldwide are sure to want to be associated with him. We will not publicly exhibit at MIPJunior, but rather screen privately for major clients at our MIPCOM booth in 3D (with glasses).”

Avi Arad adds: “PAC-MAN is one of my all-time favorite characters - a reluctant hero who is full of humor and friendship. PAC-MAN and the ghosts create an amazing world of action-adventure with special attention to character and commitment. In our show, our ghosts come in all shapes and sizes - creature-like ghosts that make for an endless world of escapades. This character allowed us a unique shape in animation and out of this world scenarios. I am especially excited by the work done by Sprite Animation, which is just magnificent. ”

Rick Ungar adds: “The opportunity to work with such an iconic character as PAC-MAN was an opportunity not to be missed. When you add to the mix the remarkable 3D animation being produced for this series and the chance to work with the best writers in animation, the entire adventure has been, and continues to be, a fantastic experience.”

Mr. Unozawa, Chief Operating Officer at Namco Bandai Games Inc., states: “We are very happy to be working with both Arad Productions and 41 Entertainment on this property. We are planning to invest more than \$15 million in the production and launch a major toy program worldwide.”

41e will be launching this FIRST RUN new property at MIPCOM (Booth 09.19).



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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

Founded in 1955 (as NAMCO, the predecessor of NAMCO BANDAI Games Inc.), NAMCO BANDAI Games handles and covers major digital contents business fields such as consumer software, amusement machines and networking platforms. Especially on network entertainment business territory, NAMCO BANDAI Games provides contents, solutions and e-commerce, based on well-trained server operation, impressive planning skill and good collaboration with partner companies. Focusing on solution business, we have created and built up good amount of business results by spreading various types of mobile solutions with best partnerships.

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.