



**NAMCO BANDAI Games, 41 Entertainment and Arad Productions  
Name Licensing and Promotion Agents in the U.S. for PAC-MAN®**

**The PAC is Back!**

NAMCO BANDAI Games, 41 Entertainment (“41e”) and Arad Productions announced today that they have appointed several new agents in relations to the U.S. licensing and promotional efforts for the upcoming PAC-MAN® TV series (26 x 22’) property slated to begin broadcast on Disney XD in fall 2013.

Striker Entertainment (“Striker”) led by Marc Mostman and Russell Binder will be charged with securing licensees in the key categories of apparel, accessories, footwear, health and beauty aids, oral care and publishing.

The CDM Company (“CDM”) headed by Mitch Junkins will handle all Consumer Promotional Efforts.

All categories not specifically handled by Striker and CDM will be retained by the 41e team in-house. 41e will manage the overall global licensing and merchandising program and has already granted a number of key licenses.

The property will be represented at the Licensing International Expo in June in Las Vegas at the Striker booth #7425 and at the special PAC-MAN® Meeting Room #7624. Retail product presentations, including the Bandai master toy line, will follow in October.

States Allen Bohbot, CEO of 41e: “The master toy line from Bandai America and the new video game titles from NAMCO BANDAI Games, the IP owner, are deep and very strong. We are confident that the addition of Marc and Russell, as well as Mitch, and their respective teams, will do a great job helping us launch this exciting program in the United States.”

Avi Arad, Executive Producer, adds: “The show is a contemporary and visually striking comedy-action-adventure dealing with relationships and a wealth of imagination. I’m confident it will fit very well with Disney XD. Allen has done a great job managing the marketing and the addition of these industry veterans to our program is exciting.”

Mr. Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc., states: “We are very happy to welcome these new agents to the PAC-MAN® TV series in the U.S. working with 41e.”

Marc Mostman, partner at Striker adds: “This is truly a special assignment and we are very excited to be charged with securing top quality licensees for this iconic and yet very contemporary brand.”

Mitch Junkins, CEO of CDM states: “PAC-MAN® is a brand that so many of us know and love. We look forward to securing great promotional partnerships.”



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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 Striker Entertainment**

Striker Entertainment is a full-service global licensing agency dedicated to maximizing licensing opportunities and building brand equity for its clients. Industry veterans Russell Binder and Marc Mostman joined forces in 2006 to begin representing Lionsgate and launched the SAW merchandise program, followed by THE TWILIGHT SAGA franchise from Summit Entertainment. Striker continues to represent some of the most exciting entertainment content including THE HUNGER GAMES, PACIFIC RIM, THE WALKING DEAD, ENDER’S GAME and ANGRY BIRDS. Striker’s client roster includes AMC, DreamWorks Studios, Legendary Pictures, Lionsgate, Rovio, Summit Entertainment, and several others.

#### **About The CDM Company**

For over 22 years, The CDM Company has specialized in helping consumer - focused brands build their sales and brand awareness through strategic and insight-driven Promotions, Partnerships and Product based marketing campaigns. Headquartered in Newport Beach, CA. CDM has developed national promotions for a host of global clients including Carl’s Jr/Hardee’s, Mars, BIC, Gerber, P&G, Hasbro, Minute Maid, Wells Fargo and Subway. To learn more about CDM visit [www.thecdmco.com](http://www.thecdmco.com).