



NAMCO BANDAI Games, 41 Entertainment and Arad Productions Name Licensing and Promotion Agents in the UK and Eire, Australia and New Zealand for PAC-MAN™

The PAC is Back!

41 Entertainment (“41e”) announced today that it has appointed new licensing and merchandising agents in the UK and Eire as well as Australia and New Zealand for the *PAC-MAN and the Ghostly Adventures* TV series (26 x 22’) slated to begin broadcast in autumn 2013.

Lisle International (“Lisle”) based in Leeds will handle all licensing and merchandising activity in the UK and Eire while Gaffney Licensing (“Gaffney”) based in Sydney will manage the same in Australia and New Zealand.

“The licensing program in the United States continues to expand at a rapid pace and we believe that these two fine agencies will be very helpful in developing their respective regions for the simultaneous September 2013 launch,” says Allen Bohbot, CEO of 41e.

Colin Lisle, Managing Partner of Lisle International adds: “This is a brilliant property that we are excited to represent and we are sure it will be successful in the UK and Eire. We will be speaking with prospective licensees with immediate effect and will be making PAC-MAN a major feature at our stand F020 at Brand licensing in October in London.”

Fred Gaffney, Managing Director of Gaffney states “There is already, coming out of Las Vegas, substantial interest in the brand and we look forward to launching a full program in Australia.”

Avi Arad, Executive Producer of Arad Productions, continues, “This property is shaping up to be huge on the global stage and the roll out of these licensing programs by these fine agencies managed by 41e is sure to deliver.”

“We are very happy to welcome these new major agencies working closely with 41e”, adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.



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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 featurefilm 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 Lisle International

Established in 2010, Lisle International has a unique combination of experience and youth, creating a fresh, innovative and proficient licensing agency. The team is responsible having delivered a first class licensing program for one of the hottest toys, ZhuZhu Pets® and more recently for Almost Naked Animals™ and The Trash Pack™. With a combination of over 40 years extensive market and category knowledge in multiple territories, Lisle International offers its license partners a unique and experienced service, with an internal capacity that manages all strategy development, product approvals, royalty reporting and contracts. Lisle International's strategic, innovative approach to brand management and development lends itself to delivering an all-round excellent service for its clients and partners.

About Gaffney Licensing

Gaffney Global Licensing has been leading the way in licensing local and global brands for almost forty years. With a long history of success in entertainment brands Gaffney Global has recently partnered with intellectual assets development company, Meta Management Solutions, to extend its capabilities in brand strategy and their maximizing IP value. The partnership of Gaffney/Meta's portfolio of brands include collaboration on One Direction, The Trash Pack and The Annoying Orange.