



**NAMCO BANDAI Games, 41 Entertainment and  
Arad Productions Name Licensing and Promotion  
Agents in Latin Markets for PAC-MAN™**

**The PAC is Back!**

41 Entertainment ("41e") announced today that it has appointed new licensing and merchandising agents in all key Latin markets including Spain and Portugal, Mexico, Brazil and Latin & Central America for the *PAC-MAN and the Ghostly Adventures* TV series (26 x 22') slated to begin broadcast in fall 2013 and spring 2014.

BRB Internacional will handle all licensing and merchandising activity in Spain and Portugal, Tycoon Enterprises is charged with Mexico, Redibra Licensing will manage the same in Brazil and Televix will oversee all L&M activities in Costa Rica, El Salvador, Honduras, Nicaragua, Panama, Columbia, Dominican Republic, Venezuela, Peru, Chile, Uruguay, Paraguay, Argentina and Bolivia.

"The licensing program for the *PAC-MAN and the Ghostly Adventures* property is going fully global to match the appeal of this character. We are very pleased to welcome these fine agencies to our expanding team" states Allen Bohbot, CEO of 41e.

Carlos Biern, Executive VP at BRB adds "PAC-MAN is well known in Spain and we have big plans for this launch. Intergift in Madrid in September and Brand Licensing in London in October will be the formal European launch."

Elias Fasja, President of Tycoon states "We are very proud of this assignment and will work very closely with the team to maximize all efforts in Mexico. This character is very appealing in our country."

David Diesendruck, CEO of Redibra adds "We will present the property at the Brazilian Licensing show on September 11 and 12 and are confident that the response will be very strong."

Hugo Rose, CEO of Televix states "The response in these markets has been very strong and we expect to do great business on *PAC-MAN and the Ghostly Adventures*."

Avi Arad, Executive Producer of Arad Productions, continues, "PAC-MAN™ is a global property that withstood the test of time the world over. It makes great sense to allow kids and families in these markets the opportunity to experience it. We welcome these fine agents to the 41e team."

"We are very happy with the roll out of the worldwide licensing program managed by 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 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 BRB Internacional**

An international company founded in Spain with 40 years experience in the production, distribution and licensing of high quality television programmes. BRB's animated series have been seen around the world, and characters such as *David the Gnome*, *Dogtanian* and *Willy Fog* are widely recognised as classics. Currently BRB is producing innovative and branded series through the development of its Catalan studio Screen 21 using the latest techniques in design, 3D stereoscopic and CG technology – including such successful brands like *Bernard*, *Suckers*, *Animals*, *Kambu* or *Zoobabu*-. In the field of licensing, the company manages aside of all BRB's titles an impressive catalogue which includes the Cartoon Network's properties for Spain and Portugal (*Generator Rex*, *Foster's*, *Ben 10*, *Bakugan*, ...) or the PlayStation IPs *LittleBigPlanet*<sup>™</sup>, *EyePet*<sup>™</sup>, *Invizimals*<sup>™</sup> and *SingStar*<sup>™</sup> in Spain and Portugal. For more information: [brb.es](http://brb.es), [youtube.com/BRBInternacional](http://youtube.com/BRBInternacional), [facebook.com/BRBInternacional](http://facebook.com/BRBInternacional), [twitter.com/BRBInt](http://twitter.com/BRBInt), [brbplay.com](http://brbplay.com)

### **About Tycoon Enterprises**

Tycoon Group is a one of a kind Marketing and Entertainment consortium which provides Licensors and brand owners a full spectrum 360° service, including Licensing & Merchandising Agent services, distribution of Home Video and Music titles, and production and promotion of Live Shows, all under one roof. With over 22 years of experience, Tycoon offers the most consistent and reputable operation in Latin America through **offices on the ground** in Mexico, Colombia, Venezuela, Panama, Chile & Peru, and two major alliances in Brazil and Argentina. Expert at developing new markets, Tycoon understands brands and audiences, and builds tailor-made programs to take each property to its highest potential.

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### **About Redibra Licensing**

Redibra is the pioneer Licensing Agency in Brazil. Since 1966 the Agency had represented major global Licensors such as Disney, Sesame Workshop, WWF among others. Its current client roster includes Cartoon Network, Fox, Coca-Cola, MTV and Paul Frank. In 2011, Redibra was elected by the local industry as the Best Agency in Brazil.

### **About Televix Entertainment**

Beverly Hills based Televix Entertainment was established in 1990, and has become the largest independent distributor of animation in Latin America, with over 4,000 hours of programming in its library. Its main business is the distribution of animation, anime, family entertainment, documentaries, and feature films domestically and in the international market. Televix has offices and representatives in San Juan (Puerto Rico), Sao Paulo (Brazil), Bogota (Colombia), Santiago (Chile) and Barcelona (Spain). Televix licenses properties to broadcasters, DVD distributors, merchandising licensees, and mobile operators. Televix programs originate from around the world; Japan, USA, Canada, UK, Spain, France, Brazil, China, etc.