



**NAMCO BANDAI Games, 41 Entertainment and  
Arad Productions announce major licensing partners for PAC-  
MAN™**

**The PAC is Back!**

41 Entertainment ("41e") announced today that it has secured a strong list of major licensees in all key categories in advance of the Brand Licensing show in London for *PAC-MAN and the Ghostly Adventures* property which will be represented at the Lisle Licensing booth F020. *PAC-MAN and the Ghostly Adventures* TV series (26 x 22') is slated to begin broadcast in English speaking markets in fall 2013 including Disney XD in the US, SKY in the UK and TEN Network in Australia followed by a number of other key markets in late 2013 and spring 2014.

"The licensing program for the *PAC-MAN and the Ghostly Adventures* property was launched only in March of this year and has achieved quickly a strong list of committed licensees mostly in North America but also globally. We will launch the property to international clients in London this month and look to expand with high quality partners as we build, with our strong group of local agents, towards the fall 2013 launch" states Allen Bohbot, CEO of 41e.

The list includes in part Hybrid Apparel in the US and JCORP in Canada for apparel, SGI apparel for sleepwear in North America, Berkshire Fashions for headwear and cold wear in North America, Fast Forward for backpacks and lunch kits in North America, Candyrific for novelty candy and boxed gummies worldwide (ex-Japan), General Fabrics for fabrics worldwide (ex-Japan), Idea Nuova for furniture and lamps in United States and Domestic in Canada only, Jay Franco for Domestic in United States, DGL Group for electronic products in United States, Namco Bandai Games for video games worldwide, Commonwealth for novelty and gift in North America, M.Z. Berger for novelty and gift in North America, BUYSEASONS for Party favors in North America, DecoPac for cake and kits in North America, Rubie's for costumes and masks in North America, SKYHIGH for stationery for North America, Trends for Posters and calendars for North America, Bandai America for master toy worldwide, K'NEX for construction toys worldwide (ex-Japan) and Pressman for puzzles in North America.

Avi Arad, Executive Producer of Arad Productions, continues, "PAC-MAN™ is a global property and it makes sense that companies worldwide would want to join our effort and create high quality product based on PAC-MAN™ and the world of characters we created. We look forward to welcoming more leading companies to the PAC-MAN™ family."

"We are very happy with the reception to the property and excited about the prospects to be achieved at MIPCOM and Brand Licensing this month. The worldwide licensing program, managed by 41e, is really strong", 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.