



**41 Entertainment Announces a Worldwide  
BURGER KING® Kids Promotion For PAC-MAN™**

**The PAC is Back!**

New York, January 31, 2013

41 Entertainment announced today that it has entered into a global kids promotion with Burger King Worldwide, Inc. (NYSE: BKW) for the *PAC-MAN and the Ghostly Adventures* property worldwide. The television series is slated to begin broadcast in fall 2013.

The Promotion is scheduled to begin in January 2014 and run for six to eight weeks in company-owned and participating franchised BURGER KING® restaurants. Guests who purchase a BK® Kids Meal at participating restaurants will receive one of six themed toys with their meal.

Allen Bohbot, CEO of 41e states, "BURGER KING® is an ideal partner for PAC-MAN and we welcome them on board. We have high expectations for this promotion and look forward to the commencement of the campaign."

Avi Arad, Executive Producer of Arad Productions, continues, "BURGER KING® is a tremendous partner."

"We are very happy to have the BURGER KING® brand joining the worldwide *Pac-Man and the Ghostly Adventures* program," adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.



Enquiries:

41 Entertainment LLC  
500 West Putnam Avenue  
Suite 400  
Greenwich, Connecticut 06830

T: +1.203.542.7310  
E: [allen.bohbot@41ent.com](mailto:allen.bohbot@41ent.com)  
[kiersten.morsanutto@41ent.com](mailto:kiersten.morsanutto@41ent.com)  
[www.41e.tv](http://www.41e.tv)

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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.