



**41 Entertainment grants K'NEX Brands the license for
Construction Toys for PAC-MAN™ Worldwide (ex-Japan)**

The PAC is Back!

New York, and Hatfield, PA, February 04, 2013

41 Entertainment (“41e”) announced today that it has granted a license to K’NEX® Brands to create a new line of building toys for the *PAC-MAN and the Ghostly Adventures* property (the “Property”) worldwide (ex-Japan). The TV series (26 x 22’) is slated to begin broadcast in fall 2013.

The 2013 K’NEX PAC-MAN and the Ghostly Adventures product line includes Mystery Figure Packs, Maze Assortments and the Ghost Regeneration Chamber/Power Pellet Tree Assortment. The relationship combines the award-winning K’NEX building system with the stars of the new PAC-MAN and the Ghostly Adventures cartoon like Cylindria, Spiral, Inky, Blinky, Pinky, Clyde and of course Pac himself, bringing them to the construction aisle for the first time.

Allen Bohbot, CEO of 41e states, “K’NEX is a true leader in the Construction building system category and we are pleased to have them on board. The line is outstanding and the full launch will take place later this year. Their 2014 line is already developed and very strong.”

“Our partnership with 41e is a win-win,” said Michael Araten, President & CEO of K’NEX Brands. It lets K’NEX bring the popular world of PAC-MAN to life in a new way and provides an opportunity for kids to build Pac, his friends and their world in real-life. The new K’NEX PAC-MAN and the Ghostly Adventures line will be available at all major retailers in the fall 2013.”

Avi Arad, Executive Producer of Arad Productions, continues, “K’NEX are leaders in this field and it is great to have them join the team. “

“The *PAC-MAN and the Ghostly Adventures* program continues to expand and grow worldwide and we welcome K’NEX Brands to the effort,” 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 K'NEX Brands

Founded in 1992, K'NEX Brands was established to make and sell what has become one of the world's leading integrated construction systems for children. Winner of over 200 international awards and recognitions, K'NEX seeks to build young minds with its exciting product line and critically acclaimed K'NEX Education program. For more information, please visit www.knex.com.