



41 Entertainment Names Phase 4 Films Home Entertainment Partner for PAC-MAN™ for North America

The PAC is Back!

New York and Toronto, February 7, 2013

41 Entertainment (“41e”) announced today that it has appointed Phase 4 Films and its kids division, kaboom! Entertainment, (“Phase 4 Films”) to handle Home Entertainment rights for the *PAC-MAN and the Ghostly Adventures* property (the “Property”) in North America. The TV series (26 x 22’) is slated to begin broadcast in fall 2013.

Phase 4 Films will launch a range of DVD and Blu-ray discs (“DVD Rights”) as well as handle Electronic Sell-Through digital rights (“EST Rights”) for *PAC-MAN and the Ghostly Adventures* in the U.S. and Canada.

Allen Bohbot, CEO of 41e states, “Phase 4 Films’ label, kaboom! Entertainment, is one of the leading brands in kids and family entertainment in North America. They are one of the few independent studios with significant direct retail and EST relations in both the U.S. and Canadian markets. We welcome them to the continuously growing list of great partners on PAC-MAN™.”

Berry Meyerowitz, President and CEO of Phase 4 Films, commented on the news, “We are thrilled to be working with 41e on this fantastic property. We know this TV series will be well received by kids and their parents who know the character so well. It is exciting that for the very first time audiences will be able view and experience the animation on 2D and 3D disks or download it onto their PC, tablet, or mobile device. It is incredibly rewarding to bring this iconic brand to consumers via new technology.”

Avi Arad, Executive Producer of Arad Productions, continues, “We are very excited by the addition of Phase 4 Films and look forward to PAC-MAN shattering all sales records in Home Entertainment.”

“We are very happy with the *PAC-MAN and the Ghostly Adventures* program in North America and welcome Phase 4 Films 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 Phase 4 Films

Phase 4 Films distributes feature films and special interest content across all traditional theatrical and new media platforms in North America. The company's previous releases include the provocatively sexy road movie HICK, starring Chloë Grace Moretz, Blake Lively, and Eddie Redmayne; 2011 Sundance award-winner ANOTHER HAPPY DAY, Sam Levinson's dark comedy about a dysfunctional family, starring Ellen Barkin, Demi Moore, and Ezra Miller; and the Canadian tour of Kevin Smith's RED STATE, starring Michael Parks, Melissa Leo and John Goodman. Upcoming releases for the company include Rebecca Thomas' 2012 SXSW favorite ELECTRICK CHILDREN starring Julia Garner, Rory Culkin, and Liam Aiken; Carrie Preston's Sundance 2012 hit comedy THAT'S WHAT SHE SAID starring Anne Heche, Marcia DeBonis, and Alia Shawkat; and Andrew Edison's high school comedy BUNDLESTIFFS, which will be released in partnership with Kevin Smith under the SModcast Pictures Presents banner.

About kaboom! Entertainment

kaboom! Entertainment is the dedicated kids and family label for Phase 4 Films. It is one of the most recognizable brands in the children's and family market. Established in 2000, the label releases episodic properties that include MAX & RUBY, TOOPY & BINO, and THE JUNGLE BOOK, along with full length animated and live action features including HORRID HENRY and THE GRUFFALO.