



New Licensing Partners in the UK and Eire Announced for PAC-MAN™

The PAC is Back!

Leeds, United Kingdom, January 17, 2013

41 Entertainment (“41e”) and its UK agent, Lisle International (“Lisle”) announced today that they have secured three new UK deals for apparel and publishing for the *PAC-MAN and the Ghostly Adventures* property (the “Property”). The 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 supported by a strong licensing and merchandising programme.

Blues Clothing, a market leader in licensed clothing for over 30 years, will launch a range of garments for *PAC-MAN and the Ghostly Adventures* apparel line, including both children’s and adult wear for autumn 2013. The company will use their experience working with some of the more prestigious properties to develop a collection that perfectly captures the iconic 80’s character in his 21st century persona.

Later in 2013, Titan Publishing, the largest and most experienced publisher of licensed entertainment properties, will produce a stand-alone *PAC-MAN and the Ghostly Adventures* magazine fully packed with favourite PAC-MAN characters. The magazine will be exciting and engaging for fans through the rich action packed content from the coming TV series that will be featured. In addition, Pedigree Books will publish a 2014 Annual to be released on 1st August 2013. Pedigree are the UK market leaders in Annuals with widespread retail distribution across all channels. The PAC-MAN Annual will feature in many high profile retailer dedicated Annuals displays in prime impulse locations on the run up to Christmas, so generating great visibility for the brand.

Francesca Lisle, Partner, Lisle International (FrancescaL@lislelicensing.com), commented on the news: ‘We are delighted to be working with three prestigious companies on this exciting license. The iconic characters of *PAC-MAN and the Ghostly Adventures* are instantly recognizable, lending themselves perfectly to clothing and we are naturally excited to see Blues Clothing’s apparel line. As to Titan and Pedigree, these companies represent excellent partners for the property and we believe the final result will be great for both existing fans and those that will experience PAC-MAN for the first time. Finally, with so much interest in the brand, we expect to announce several new deals in our market very soon’.

Avi Arad, Executive Producer of Arad Productions, continues, “PAC-MAN™ is a global property and we welcome these fine licensees from the United Kingdom. We look forward to welcoming more leading companies to the PAC-MAN™ family.”

“We are very happy with the reception of the property and excited about the prospects to be achieved at upcoming retail trade shows including Hong Kong, Paris, London, New York and Nuremberg this month. The worldwide licensing program, managed by 41e, is exceptional in scope and has been well received by retail globally,” 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 Lisle International

Established in 2010, Lisle International has a unique combination of experience and youth, creating a fresh, innovative and proficient licensing agency. The team is responsible having delivered a first class licensing program for one of the hottest toys, ZhuZhu Pets® and more recently for Almost Naked Animals™ and The Trash Pack™. With a combination of over 40 years extensive market and category knowledge in multiple territories, Lisle International offers its license partners a unique and experienced service, with an internal capacity that manages all strategy development, product approvals, royalty reporting and contracts. Lisle International's strategic, innovative approach to brand management and development lends itself to delivering an all-round excellent service for its clients and partners.