



## **New Apparel Licensing Partner in France Announced for PAC-MAN™**

**The PAC is Back!**

Greenwich, Connecticut and Paris, France - March 19, 2013

41 Entertainment ("41e") announced today that it has granted the apparel license (Children's and Adult Nightwear/Loungewear, Underwear, Leisurewear, Outerwear, Swimwear and Accessories) to Sun City ("Sun City") for France including French-speaking Belgium and Monaco for the *PAC-MAN and the Ghostly Adventures* property (the "Property").

41e has already granted a U.S. license for the apparel category to Hybrid, a Canadian license to JCORP, a U.K. license to Blues Clothing and an Italian license to Italian Brands.

Sandy Cosimi, Licensing & Marketing Manager at Sun City states, "Sun City has been a key player in the world of fashion in France for nearly 25 years, and we have big plans for a PAC-MAN collection. The character really lends itself to all forms of apparel, and we are pleased to have this license."

Allen Bohbot, CEO, 41e commented on the news: "Sun City is a great addition to our apparel partners throughout the world, and we expect to name a number of additional licenses before the Las Vegas Licensing Expo in June."

Avi Arad, Executive Producer of Arad Productions, continues, "PAC-MAN is truly back in 2013!"

"We are very happy with the worldwide licensing program, managed by 41e, and look forward to the launch in the fall of 2013" 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.

## **About Sun City**

Sun City is, above all, a "Fashion for Humanity" state of mind: fashion under license for everyone, everywhere!

Sun City has been a key player in the world of fashion under license for almost 25 years now, and has progressed by building up a catalogue covering all segments of the textile market.

The success of the Sun City Group relies on three essential points: its flexible, efficient and reactive team, the design of its products which is always in line with the latest fashion trends and, lastly, its specialist approach which makes it a unique model in Europe with a permanent stock to satisfy its clients 365 days of the year.