



New Textile Licensing Partner in Australia and New Zealand Announced for PAC-MAN™

The PAC is Back!

Greenwich, Connecticut and Sydney, Australia - March 20, 2013

41 Entertainment (“41e”) and its Australian agent, Gaffney Licensing (“Gaffney”) announced today that they have granted the textile license (Manchester including bed linen, pillows, blankets, throws, floor rugs, decorative bedding lines, cushions and cushion covers, beach towels, towels, table linen) to Legend Holdings (“Legend”) for Australia and New Zealand for the *PAC-MAN and the Ghostly Adventures* property (the “Property”).

Legend, a market leader that has been designing and wholesaling decorative bed covers, accessories, pillows, quilts and sheeting coordinates since 1991, will distribute under its Logan and Mason line. 41e has granted the North American rights for the domestic category to market leader, Jay Franco.

Darren O'Regan, General Manager at Legend, states: “We are very pleased to be working on this license. We see huge possibilities in our category to make really fun quality product from this iconic brand.”

Fred Gaffney, Partner, Gaffney, commented: “We are delighted to be working with Legend on this exciting license and to develop a full line of Manchester for Australia and New Zealand. The iconic characters of *PAC-MAN and the Ghostly Adventures* lend themselves to a wonderful home experience.”

Avi Arad, Executive Producer of Arad Productions, continues, “PAC-MAN is a global property and we welcome Legend to our family of partners.”

“We are very happy with the reception of the property internationally after the success in the USA. The worldwide licensing program, managed by 41e, is exceptional in breadth and scope and has been well received in all markets worldwide,” adds Shin Unoza, 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 Legend Holdings

Legend Australia, located on Sydney's Northern Beaches, has been designing and wholesaling decorative bed covers, accessories, pillows, quilts and sheeting coordinates since 1991. Legend Australia distributes a group of iconic brands: Logan & Mason, including the Platinum and Ultima Collections, as well as the exclusive Private Collection and Davinci ranges, throughout Australia, New Zealand and Asia, into department and specialty home stores.

Legend Australia operates from a premise that includes a large showroom, offices and warehouse/distribution facility. Our extensive range of quilt cover stories, accessories, plain dye sheets, towels, pillows and quilts allows us to provide an entire bedding solution.

The entire collection of quilt covers, pillow covers and accessories is truly an art in coordinated colour, embellishment and textile expertise. Legend Australia has made it easier for the designer in each of us to create a unique bedroom.

Ensuring the continued success of the Legend group of brands, the quality is assured and maintains ISO9001 standards in every area of operations.