



**New Footwear Licensing Partner in North America  
Announced for PAC-MAN™**

**The PAC is Back!**

Greenwich, Connecticut and Boca Raton, Florida - March 21, 2013

41 Entertainment (“41e”) announced today that it has granted the footwear license to BBC International (“BBC”) for the United States and Canada for the *PAC-MAN and the Ghostly Adventures* property (the “Property”).

Robert Campbell, Managing Member and Chairman of BBC states “We are excited about the opportunity to work together and bring PAC-MAN footwear to the marketplace.”

Allen Bohbot, CEO, 41e commented on the news: “BBC is a great addition to our North American partners as a leader in footwear and we expect to name a number of additional footwear partners internationally before the Las Vegas Licensing Expo in June.”

Avi Arad, Executive Producer of Arad Productions, continues, “PAC-MAN lends himself to great product and footwear is clearly one of them.”

“We are pleased to welcome BBC to the PAC-MAN™ family” 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 BBC International**

BBC International, a major footwear firm in the industry, was founded in 1975 by Chairman Robert Campbell. The company has become the leading children's and athletic footwear designer and marketer globally. BBC leads the kid's footwear marketplace with creative design and advanced technology. They have secured many long-term, internationally recognized children's licenses such as Polo Ralph Lauren, Guess, Born, DKNY and entertainment brands such as Marvel, Sesame, Warner Bros. and Disney. Their ability to service all levels of quality fashion and distribution from department stores to mass market is the key to their success in the children's arena.