



New Partners in Australia and New Zealand Announced for PAC-MAN™

The PAC is Back!

Greenwich, CT, USA and Sydney, Australia, September 3, 2013

41 Entertainment (“41e”) and its Australian agent, Gaffney Global Licensing (“Gaffney”) announced today that they have granted two new licenses for Australia and New Zealand for the *PAC-MAN and the Ghostly Adventures* property (the “Property”).

Banter Toys and Collectibles (“Banter”) has been given the right to distribute the Commonwealth Toy & Novelty (“Commonwealth”) line from the United States (beanies, magnets and décor, key chains, outdoor toys, balls and home goods) while Caprice Australia (“Caprice”) has been given the right to design and distribute outerwear including t-shirts, fleece, tops, jackets, shorts and pants as well as sleepwear, underwear, socks, swimwear, footwear and bags and backpacks.

Banter and Caprice, market leaders in Australia, will launch from November 2013.

“PAC-MAN is a well-loved brand across the globe and popularity is still growing with a new legion of fans,” says Garry Isaacs, CEO at Banter. “We are excited to partner up with 41e and Commonwealth to bring this iconic brand toy and novelty lines to Australia.”

Adds Kent Ewers, General Manager, Apparel Division of Caprice, “This brand really fits well into our plans to create a wide range of products from outerwear for day or night to underwear and swimwear as well as footwear and backpacks. This is very exciting for us.”

“Banter and Caprice reflect well our focus on signing the best companies in their fields in Australia and New Zealand as we build our program” says Allen Bohbot, Managing Director of 41e.

Fred Gaffney, Partner, Gaffney, commented: “We are delighted to be working with Banter and Caprice on this exciting license. *PAC-MAN and the Ghostly Adventures* is a global hit property and we’re thrilled to welcome him to Australia and New Zealand.”

“We have been overwhelmed with the positive global reception of the property. We are very impressed with the success of the worldwide licensing program managed by 41e,” adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.

For licensing opportunities in Australia and New Zealand, please contact Fred Gaffney (ifgaffney@bigpond.net.au) – Director, Gaffney Global Licensing or Anna Westley (anna@stellaprojects.com) – Brand Manager, Stella Projects; for all other markets globally, please contact Kiersten Morsanutto (kiersten.morsanutto@41ent.com) – Sales and Marketing Manager, 41 Entertainment.



Enquiries:

41 Entertainment LLC
500 West Putnam Avenue
4th Floor
Greenwich, CT 06830

T: +1.203.717.1122
E: kiersten.morsanutto@41ent.com
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 Banter Toys & Collectibles:

Formerly trading as Croftminster Pty Ltd, Banter Toys & Collectibles originally started out in 1988 as a single retail outlet to become one of Australia’s premiere distributors of trading cards and collectibles items. With the ability to read and understand the market during the early years, Banter Toys now have the reputation of setting Australian trends in collectibles.

Banter Toys have now expanded giving access to over 6000 points of distribution in both Australia and New Zealand. As designated vendors to major outlets, Banter Toys also has distribution to over 100 independent specialty retailers inclusive of newsstands, hobby stores, and petrol and convenience stores.

About Caprice Australia

Caprice was established in 1959 to become one of the largest suppliers of fashionable textile homewares for the Australian, New Zealand and Asian markets through its commitment to working closely with retailer partners to create exciting products. In 2013 Caprice acquired Casco Blu, Australia’s foremost supplier of apparel to major retailers to expand its licensed product division, complementing its capabilities in Bed Linen & Room Accessories, Beach & Bath Product, Fashion Bags & Accessories, Backpacks & Rolling Luggage, Shoes, Fabrics and Furniture, and creating a one-stop licensing powerhouse.