



41 Entertainment Announces Major Licensing Partners for PAC-MAN™ in Iberia

The PAC is Back!

Greenwich, USA Friday, September 06, 2013

41 Entertainment (“41e”) and its agent in Iberia, BRB Internacional, announced today that it has secured a number of quality licensees in Iberia for the *PAC-MAN and the Ghostly Adventures* property (the “Property”).

In Iberia, **Panini España** has secured stickers, trading cards and albums, **Random House Mondadori** has secured activity and first reader books, **Indeca Business** has been granted rights to produce accessories for video consoles and tablets and **Cel Aragon** has secured T-shirts, pajamas, sweaters, sweatshirts, various hats, gloves, scarves, swimsuits, slippers, panties and socks.

Javier Biern, Managing Director for Licensing at BRB added, “We have already on board quality licensees and hope to confirm additional deals in the coming months currently in negotiations. *Pac Man and the Ghostly Adventures* is currently on air on Canal Panda and will premiere on Clan of TVE in early 2014.”

“The licensing program for the *PAC-MAN and the Ghostly Adventures* property is well planned to coincide with the launch of the free TV in early 2014 on Clan TV in Spain,” states Allen Bohbot, CEO of 41e.

Avi Arad, Executive Producer, continues, “PAC-MAN is well-known in Spain and Portugal and we have high expectations for this region.”

“We are very pleased to see Iberia coming together well for this property in 2014” adds Shin Unozawa, Chief Operating Officer at NAMCO BANDAI Games Inc.

For licensing opportunities in Iberia, please contact Javier Biern (jbiern@brb.es), BRB Internacional; for all other markets globally, please contact Kiersten Morsanutto (kiersten.morsanutto@41ent.com) – Sales and Marketing Manager, 41 Entertainment.



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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 BRB Internacional

An international company founded in Spain with 40 years of experience in the production, distribution and licensing of high quality television programmes. BRB's animated series have been seen around the world, and characters such as *David the Gnome*, *Dogtanian* and *Willy Fog* are widely recognised as classics. Currently BRB is producing innovative and branded series through the development of its studio Screen 21 using the latest techniques in design and CG technology including such successful brands like *Invizimals*, *Filly Funtasia*, *Mica*, *Bernard* or *Animals*. In the field of licensing, the company manages aside of all BRB's titles an impressive catalogue which includes the Cartoon Network's properties for Spain and Portugal or the Sony Computer Entertainment's property *Invizimals*[™] in Iberia and Greece. For more information: brb.es, youtube.com/BRBInternacional, facebook.com/BRBInternacional, twitter.com/BRBInt, brbplay.com