



41 Entertainment Grants Free TV and Pay TV Rights for PAC-MAN™ in France to Canal J and Gulli

The PAC is Back!

Greenwich, CT, USA and Paris, France, Tuesday September 10, 2013

41 Entertainment ("41e") announced today that it has granted the Free TV rights to Gulli and the Pay TV rights to CANAL J for the *PAC-MAN and the Ghostly Adventures* property (the "Property") in France. The TV series (39 x 22') includes Seasons I and II and is slated to begin broadcast from fall 2013.

Allen Bohbot, CEO of 41e states, "We are enthusiastic to award the Pay TV and Free TV rights in France to these fine channels. We have big plans for this property in 2014 in France."

Caroline Cochaux, Executive Program Director of Lagardère Active's Youth and Family TV Channels adds, "We are really pleased that this great property is part of our new line-up. We are happy with the storyline, animation quality and iconic nature and know the audience will like the show as well."

Separately, 41 Entertainment has appointed Zodiak Kids CP Paris ("Zodiak"), a leading agency in France headed up by Patricia de Wilde, to manage the local activity. Zodiak has a long history of working with Canal J and Gulli on leading kids brands.

Patricia de Wilde, Senior Vice President Zodiak adds, "We are very optimistic about the potential for this iconic, highly recognizable brand in France. The initial response to the brand at Kazachok was very positive and the new TV deal will be good news to all our licensing partners."

Avi Arad, Executive Producer, continues, "France is great exposure for PAC-MAN, and it is thrilling to see the reaction from kids in different countries."

"We believe that PAC-MAN will be very successful in France", 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 Gulli

Gulli pull out all the stops with a website, replay TV, connected TV, mobile and tablet apps and more! As France's leading free youth and family channel, Gulli draws an audience of both children and parents, with 6 million viewers daily. Since 2010, Gulli is France's best known channel in its category. Today, in addition to the television channel, Gulli is a true family entertainment platform available on a wide variety of media, including digital (gulli.fr, Gulli Replay, connected TV applications, tablets and mobile phones, iTunes, etc.), with a full audio range, magazines, toys and field events. These various modes of expression offer the whole family a multitude of ways of experiencing the brand's values and communicative energy.

(Source: Mediamat/Mediametrie, annuel 2012)

About Zodiak Kids CP Paris

Zodiak Kids CP Paris is a part of Zodiak Kids headed by industry veteran Patricia de Wilde. The company manages the international licensing rights of all properties produced by sister company Marathon Media (*Redakai, Gormiti, Totally Spies!*). Zodiak Kids CP Paris is also one of the most prominent third party licensing agents in France representing world renowned properties in France (*PAC-MAN and the Ghostly Adventures, Where's Wally?, World of Eric Carl*), as well as in Europe (*Ddee, The Saddle Club*). For more information please visit: www.marathon-media.fr, www.zodiakkids.com