



## **41 Entertainment Announces a multi-territory license grant for trading cards, stickers and albums for PAC-MAN™**

### **The PAC is Back!**

Greenwich, CT, USA and Madrid, Spain September 24, 2013

41 Entertainment (“41e”) and its agent in Spain, BRB Internacional (“BRB”), announced today that it has granted a license to GIROMAX for collectable trading cards and albums as well as collectable stickers and albums targeted to Kids 5 – 10 years of age for the *PAC-MAN and the Ghostly Adventures* property (the “Property”).

The deal covers North America, Europe (except Iberia), Australia and New Zealand.

“Giromax is a wonderful company that has great expertise in this space. They will do a very good job for PAC-MAN. We are very pleased that BRB has been able to secure this license” states Allen Bohbot, Managing Director of 41e.

Javier Biern, licensing Director in BRB, highlights the scale of the new agreement by adding “Giromax will launch its PAC-MAN collection on three continents in 2014”.

Anna Sanfeliu, Managing Director of Giromax states “We are very excited with this property and so are our distributors worldwide. We expect to do a lot of business with PAC-MAN.”

Avi Arad, Executive Producer, continues, “There are so many characters in this show that it lends itself well for this type of product category.”

“We are very pleased to welcome Giromax to this property in 2014” 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 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*<sup>TM</sup> in Iberia and Greece. For more information: [brb.es](http://brb.es), [youtube.com/BRBInternacional](https://www.youtube.com/BRBInternacional), [facebook.com/BRBInternacional](https://www.facebook.com/BRBInternacional), [twitter.com/BRBInt](https://twitter.com/BRBInt), [brbplay.com](http://brbplay.com)

### **About Giromax**

**Giromax** ([www.giromaxint.com](http://www.giromaxint.com)) **recently became a separate company in its own right**; after many years of building up the publishing department of Ensobrados Martorell. This change was motivated by the recent strong growth seen by Giromax. A change was thought to be needed both to bolster international growth and strengthen the company's position in the market. The jump was made with the acquisition of important international licenses (**Angry Birds, Disney, Inazuma Eleven, Trash Pack...**) which doubled the business outlook in Spain and the rest of the world.

Based in Barberà del Vallès, the company operates within the **graphic arts sector, specializing in the creation and development of children's collectibles**. Currently, Giromax manages the production and marketing of more than 30 products, within three main areas:

- Licensed products (under commercial license- Disney, Angry Birds, Moshi Monster, Pepper Pig, Inazuma Eleven, etc.)
- Impulse purchases (bracelets, necklaces, stuffed animals...)
- Promotional products (general promotion items).