



41 Entertainment Announces Strong International Roll-Out for PAC-MAN™

The PAC is Back!

Greenwich, CT, USA April 24, 2014

41 Entertainment (“41e”) announced today that it has achieved a strong international roll-out for *PAC-MAN* and the *Ghostly Adventures* property (the “Property”) since January. The TV series has performed very well in all key markets including Spain, France, UK, Russia, Israel, India, Korea, Eastern Europe, Turkey and Canada improving time slots in all cases and ranking at the top of the ratings charts. Many markets including the Nordics, Benelux, Portugal, Italy, Australia, Mexico, Brazil, the Middle East, South East Asia, Latin and Central America and Germany will launch during the year.

Locally, additional new licenses have been granted recently as follows:

In France, Hachette will have a full Publishing line while Delcourt will have Comic Book Albums, Alcara will produce charms while two QSR promotions are lined up, one for Fall 2014 followed by another in Spring 2015 as well as Play by Play will design and distribute Beanies and Best will have Footwear bringing the total licensees to 19 in France.

In the United Kingdom, Sambro will handle bags and stationery, More for Your Store will have money tins, Palamon International will have dress up and accessories and Play by Play will design and distribute Beanies bringing to 18 the total Licensees producing product for the UK.

In Iberia, Copywrite will handle backpacks and bags, Comercial Mercera will have patches and zipper pulls, Madhouse will launch mall events, Hot Shots will produce candy, wafers and cookies, Educa Borrás will produce puzzles and distribute the KNEX construction toy line, Play by Play will design and distribute Beanies bringing to 19 the total Licensees producing product for Iberia.

In Mexico, where the TV series just launched on Televisa on April 4th, Carvajal has been granted notebooks, Granmark will have party supplies, Union Kids has been granted apparel and Multimusic will handle Home Entertainment bringing the total licensees in Mexico to 16 while Fabricas de Productos (Frito Lay) will have a promotion in Central America for Salty snack products under the CHEETOS brand and TAZOS promotional products where 14 total licensees have been signed.

In Brazil, XERYUS will handle backpacks, Tilibra has been granted notebooks and diaries, Diplomata is awarded backpacks and lunch boxes, Editora Alto Astral has coloring magazines and sticker albums, Festcolor has party supplies while PlayArte handles Home Entertainment bringing the total licensee list to 14 in Brazil.

In Israel, Global Brands has been awarded apparel, ORSUN will produce home goods products, Glidot Strauss (Unilever) will produce ice pops, Chagim Nechalim has stationery and backpacks, Fine Design has light fixtures and wall decals bringing the total licensee list to 13 in Israel.

In Benelux, van der Erve has been granted apparel while Global Industry will produce wheeled toys and gift items and Play by Play will design and distribute Beanies with the market now reaching 20 licensees.

In Turkey, Biber will create mall events and join other licensees to reach a total of 11.

“This has been a very strong start of 2014 for PAC-MAN™, both in terms of achieving strong ratings (top 5 in all markets), adding new licensees (30+ since Brand Licensing Show in London in October) and achieving retail successes (#2 boys action line in Spain, according to NPD February 2014 report). We have announced the second season of the Property guaranteeing broadcast exposure through holiday 2015. Worldwide, as markets roll-out, we are adding additional licensees each week and increasing our 2,000 SKU total,” states Allen Bohbot, Managing Director of 41e.

Avi Arad, Executive Producer, continues, “The performance of this Property since launch has been really strong.”

“We are very pleased to welcome these fine licensees to this Property in 2014 under the management of 41e,” adds Shin Unozawa, Executive Vice President at BANDAI NAMCO 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 BANDAI NAMCO Games

BANDAI NAMCO Games Inc., a part of BANDAI NAMCO 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 BANDAI NAMCO Group

BANDAI NAMCO 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.