

# “PAC-MAN” Celebrates 30<sup>th</sup> Anniversary

“PAC-MAN”, the iconic arcade video game released by NAMCO BANDAI Games, marks its 30<sup>th</sup> anniversary on May 22<sup>nd</sup> (Sat), 2010.

NAMCO BANDAI Games defines this year as the revival year of “PAC-MAN”. Under the slogan “PAC IS BACK!”, we will expand in various ways over a long period of time using “PAC-MAN” in creating new games, selling character merchandises and developing a new visual entertainment approach.

In addition, “PAC-MAN” Conference will be held in Los Angeles on June 15<sup>th</sup> (Wed.) to announce the next evolution of “PAC-MAN” for its 30<sup>th</sup> anniversary.

Future news and release in regards to “PAC-MAN” will be updated in “PAC-MAN WEB”(http://pacman.com/) as well as “PAC-MAN 30<sup>th</sup> Anniversary Official Twitter”(http://twitter.com/pacman30th).

Don't miss “PAC-MAN” advance on this occasion of its 30<sup>th</sup> anniversary.



(C)NBGI

In-game screenshot

## ■What is “PAC-MAN”?

“PAC-MAN” was officially released as an arcade video game in July 1980 after its location-test (release of the game machine in stores on a trial basis prior to its launch) in May of the same year. Players can move on to the next stage as “PAC-MAN” eats all the cookies within the stage avoiding the ghosts. The cute actions of eating the cookies and the electronic sound effects, the unusual and unique at the time and last but not least the game element dramatically reversing when “PAC-MAN” eats the power pellet gaining the ability to catch the ghosts has been very popular among the consumers.

In October 1980, the game made its way to the U.S. where its popularity surpassed that of Japan, such as selling over 400 kinds of licensed “PAC-MAN” merchandises and its animated TV series archieving the highest-rate 56%, which resulted in an unprecedented craze which was called “PAC-MAN Fever”.

In June 2005, “PAC-MAN” received the “most successful coin-operated game machine” award from the Guinness World Records.



Game machine released on 1980

Since then “PAC-MAN” has been released over many series in variety of ways worldwide, including ports to the consumer games and mobile phone games. Still today 30 years after its first release, the game continues to be loved by people all around the world.

## 【Development for “PAC-MAN” 30<sup>th</sup> Anniversary】

### SNS nurturing game “PAC-MAN REBORN” released on “Twitter”

“PAC-MAN REBORN”, a social nurturing game operating with “Twitter” available on iPhone/iPod touch(R) and other mobile phones in Japan., will start this summer.

Prior to its official start of the service, the beta version will be starting from May 22<sup>nd</sup> (Sat.) within the website “NAMCO BANDAI Fes!” for domestic mobile phones (charge-free/ supporting docomo, SoftBank and au).

“PAC-MAN REBORN” is a social nurturing game where the player raises and combines “PAC” from over 300 different pop designs and colors to produce your ultimate “PAC-MAN”.

The game took in information from the communication service “Twitter” and added a new entertainment element never experienced before.

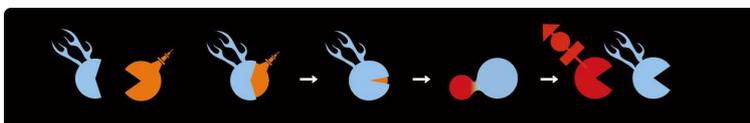


Image of combining “PAC”



Website code



In-game screenshot

## “PAC-MAN” Conference

In connection with the opening of E3 (Electronic Entertainment Expo) in Los Angeles, “PAC-MAN” conference will be held at CLUB NOKIA on June 15<sup>th</sup> (Wed.) to announce the next evolution of “PAC-MAN” for its 30<sup>th</sup> anniversary.



## Related Products

On “LaLaBit Market” (<http://wpp.jp/pcb/>), the online shopping website operated by NAMCO BANDAI Games, various “PAC-MAN” 30<sup>th</sup> anniversary merchandises will be sold through internet mail order (some products are already on sale).

Website code

### “PAC-MAN” Leather Wallet (Price: 14,800 JPY (tax included))

This wallet uses luxurious real leather with the “PAC-MAN” motif putting the feel of playfulness and practicality together in mind. It has “PAC-MAN” embossed on one side and the “Ghost” on the other in the front and the “PAC-MAN” 30<sup>th</sup> Anniversary Mark embossed inside. The partitions and the change purse embedded inside the wallet uses tanned leather with designs of in-game motifs of “PAC-MAN”.

### “PAC-MAN” 30<sup>th</sup> Anniversary Wine Glass Set (Price: 5,250 JPY (tax included))

A set of two wine glasses made in France with the have 30<sup>th</sup> Anniversary Mark. The set includes the original maze-designed cork coasters, designed to pursue “casual loveliness selected by adults”.

### -KIZAMI- PAC-MAN 30<sup>th</sup> Anniversary Limited Edition Watch (Price: 18,500 JPY (tax included))

With a gold plated “PAC-MAN” on the face and cookies that “PAC-MAN” eats are also reproduced in detail. In addition, the “PAC-MAN” 30<sup>th</sup> Anniversary Mark is embedded on the back with laser etched cherries on the buckle.



Leather wallet



Wine glasses



Limited edition watch

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