



BANDAI NAMCO ENTERTAINMENT CELEBRATES *PAC-MAN'S 40TH ANNIVERSARY WITH A YEAR OF EVENTS AND ANNOUNCEMENTS*

*The Year-Long Celebration Kicks off in 2020 as the Famous Icon Celebrates
40 Years of Entertaining Fans Around the World*

LYON, France, 1 November 2019 – BANDAI NAMCO Entertainment today invites *PAC-MAN* fans around the world to “Join the PAC” and start getting ready for a year-long celebration in 2020 to commemorate ***PAC-MAN's 40th Anniversary*** as a pop culture and video game icon. To get a sneak peek at the activities, partnerships, and surprises to come, please visit www.pacman.com.

Born on May 22nd, 1980, *PAC-MAN* immediately rose to meteoric popularity in video game arcades, then through an array of branding and entertainment appearances. As one of the world's most popular video game characters of all time, *PAC-MAN's* image and brand is one of the most recognized on the planet and is as strong as ever as he enters his 40th year of entertaining fans of all ages. ***PAC-MAN's 40th Anniversary*** celebration in 2020 will include the debut of a new *PAC-MAN 40th Anniversary* theme song, composed by globally famed Japanese techno artist Ken Ishii, accompanied by its music video directed by Yuichi Kodama, who in 2008, won awards in the Cannes

International Advertising Festival, the Clio Awards and the One Show Interactive and was also chief video director for the flag handover ceremony at closing of the Rio Olympics in 2016. We're also working on multiple branding crossovers with Kipling®, Champion®, TIMEX, and BAIT, and fans will be able to "Join the PAC" at celebratory events taking place throughout the year around the world.

"We're delighted to be able to celebrate 40 years of *PAC-MAN* with our fans across the world, and we're looking forward to revealing everything we have planned throughout the year" said Herve Hoerdt, SVP of Marketing, Digital & Content at BANDAI NAMCO Entertainment Europe. "It's a testament to *PAC-MAN*'s enduring popularity and recognition that we're able to create a year-long series of world-first partnerships and innovations for the brand"

To learn more about ***PAC-MAN'S 40TH Anniversary*** celebration, please visit: www.pacman.com. For more info about other BANDAI NAMCO Entertainment Europe products, follow us on Facebook or Twitter, or subscribe to our YouTube channel.

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About BANDAI NAMCO Entertainment Europe S.A.S.

BANDAI NAMCO Entertainment Europe S.A.S., part of BANDAI NAMCO Holdings Inc., is a leading global publisher and developer of interactive entertainment for all major video game consoles, iOS, Android, and online platforms. The company is known for creating and publishing many of the industry's top video game franchises including PAC-MAN™, GALAGA™, TEKKEN™, SOULCALIBUR™, ACE COMBAT™ and DARK SOULS™. BANDAI NAMCO Entertainment Europe is the premier publisher for anime-based video games including NARUTO SHIPPUDEN™, DRAGON BALL™, and ONE PIECE™.

For more information please visit www.bandainamcoent.eu. All the BANDAI NAMCO Entertainment products are available on the official store <https://store.bandainamcoent.eu>.

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