

## A Collaboration of “PAC-MAN” and the U.S. Popular Apparel Brand “ROCAWEAR”



# ROCAWEAR

NAMCO BANDAI Games Inc. develops its original T-shirt of “PAC-MAN” to celebrate its 30<sup>th</sup> anniversary of the iconic arcade video game released in 1980 by collaborating with “ROCAWEAR”, which Jay-Z, one of the most popular hip-hop musicians in the U.S., manages. It will be released from June 4<sup>th</sup> (Fri) in the U.S. (still unsettled when to release in Japan).

The original T-shirt of “PAC-MAN” will be available only at “ROC POP SHOP” which is a trailer shop with 18-wheels. It is going to travel and appear at four sites of music events in the U.S.. The campaign starts from June 4<sup>th</sup> on “93.7 Hot jam Hartford” in Connecticut to June 13<sup>th</sup>. In addition, you can also come and enjoy playing consumer games released by NAMCO BANDAI Games Inc. at “ROC POP SHOP”.

On “ROCAWEAR” related website “Roc4Life” ([www.roc4life.com](http://www.roc4life.com)), it will feature information of “PAC-MAN” 30<sup>th</sup> Anniversary Project as well as interviews of musicians and artists who love “PAC-MAN” starting from June to October.

NAMCO BANDAI Games Inc. defines this year as the revival year of “PAC-MAN”. Under the slogan “PAC IS BACK!”, we will feature “PAC-MAN” in various ways over a long period of time in worldwide.

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



ROC POP SHOP



For women



For men

**■Schedule for “ROC POP SHOP”**

June 4<sup>th</sup>, 93.7 Hot jam Hartford in Connecticut

June 5<sup>th</sup>, 94.5 Summer Jam featuring Drake and Trey Songz Mansfield in Massachusetts

June 6<sup>th</sup>, Hot 97 Summer Jam Secaucus in New Jersey

June 10<sup>th</sup>-13<sup>th</sup>, Bonaroo featuring jay-Z at Manchester in Tennessee

**■What is “ROCAWEAR”?**

“ROCAWEAR” is an apparel brand launched by Jay-Z in 1999. It delivers various line-ups for men, women and children; clothes, handbags, sunglasses and others. In addition, it launched its first SNS in 2009, and it offers new type of sales and promotions which various kinds of categories such as fashion, music, game, news and culture link to one another.

Official website: <http://www.rocawear.com/>

**■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.



Game machine released on 1980

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 achieving the highest-rate 56%, which resulted in an unprecedented craze which was called “PAC-MAN Fever”.

(C)NBGI

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

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.

\* Information in this press release is the latest information at the date of release. Please note that the contents may be changed without prior notice.

\*Please use a © drawn in a circle for the copyright notification “(C)”.