

A new PAC-MAN venture targeting fresh audiences:
The Global Launch of PAC-STORE
**ASOBISYSTEM, TWIN PLANET, and BANDAI NAMCO
Entertainment bring you a new PAC-MAN title, cuter than
ever before!**

BANDAI NAMCO Entertainment Inc. (Head office: Minato ward, Tokyo; President & CEO: Satoshi Oshita) is carrying out the global launch of PAC-STORE, a new PAC-MAN venture aimed at boosting awareness of the brand and reaching new fan bases.

■ **PAC-MAN gets a cute makeover with the help of experts at marketing to girls: ASOBISYSTEM and TWIN PLANET**

PAC-STORE takes PAC-MAN, which has seen both commercialization by major brands and attention in the fashion world in recent years, and gives it a “cutsie” twist to boost its appeal to girls. We have teamed up with ASOBISYSTEM Co., Ltd and TWIN PLANET Co., Ltd to draw on their expertise at marketing products to girls to promote the PAC-MAN brand worldwide.

PAC-STORE is designed by ASOBISYSTEM, marketed by TWIN PLANET, with licensing handled by BANDAI NAMCO Entertainment. We are boosting awareness of the PAC-MAN brand with appearances at a variety of events, and aiming to license the IP in a broad range of fashion items, goods, and events.



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collaborated with ASOBISYSTEM, TWIN PLANET

The PAC-STORE Setting

The PAC-STORE is a legendary boutique-style store somewhere in the PAC-MAN arcade machine universe. Run by three childhood friends, it sells a huge range of exciting goods for everyone, from fashion items and sundries to fast-moving consumer goods and food. It features newly devised characters along with contemporary design work — a fusion of nostalgia and nouveau, bringing together an 80s American retro feel and modern-day social media trends.

The PAC-STORE official website is at <http://pac-store.jp>

■ **Unveiling and initial sales launch at the globally influential MOSHI MOSHI NIPPON FESTIVAL**

PAC-STORE will make its debut in a booth at the globally influential MOSHI MOSHI NIPPON FESTIVAL (November 26th-27th 2016 at the Tokyo Metropolitan Gymnasium), regularly attended by large numbers of overseas as well as domestic visitors, with merchandise going on sale for the

first time to stimulate interest in the new brand. Following that, from the end of January onwards, T-shirts, hoodies, caps, and other clothing items, as well as bags, pouches, and more sundry items are due to go on sale in BANDAI NAMCO Entertainment’s online store, LaLaBit Market.

Main Products



PAC-STORE T-shirt

Price
¥4,500 (tax included)

Sizes
S/M/L

Colors
White/Black



PAC-STORE
Long-sleeve T-shirt

Price
¥6,000 (tax included)

Sizes
S/M/L

Colors
White/Black



PAC-STORE Cap

Price
¥4,000 (tax included)

Colors
Denim/Indigo/Black



PAC-STORE Pouch

Price
¥3,000 (tax included)

Colors
White/Black



PAC-STORE Clutch Bag

Price
¥3,000 (tax included)



PAC-STORE Mug

Price
¥1,500 (tax included)

MOSHI MOSHI NIPPON FESTIVAL Event Overview

MOSHI MOSHI NIPPON FESTIVAL 2016 is an event set up by the MOSHI MOSHI NIPPON project, whose mission is to introduce Japanese popular culture to the world. The expo of fashion, music, cuisine, anime, and more hosts events around the world, not just in Tokyo, clocking up 15,000 attendees in 2014 rising to 25,000 in 2015. This year it will take place on Saturday 26th and Sunday 27th November at Tokyo Metropolitan Gymnasium. There will be live performances by leading Japanese pop culture artists and a fashion show run by a popular women’s magazine across the two dates. (On Thursday 24th and Friday 25th, B2B’s event MOSHI MOSHI NIPPON SYMPOSIUM will be taking place.)

ASOBISYSTEM Co., Ltd Overview

ASOBISYSTEM spreads the unique Japanese fashion, music, and lifestyle born in Tokyo’s Harajuku district — so-called Harajuku culture — across Japan and around the world through live performances, fashion shows, websites, and other events. It manages Kyary Pamyu Pamyu, CAPSULE, Natsume Mito, and many other Harajuku-style models and artists.

TWIN PLANET Co., Ltd Overview

TWIN PLANET is an entertainment company that delivers uniquely devised “total” solutions, including planning, creative production, casting, PR, events, content development, product development, media development, distribution support, and market research. Its all-round “girls movement” leverages in-house media and a range of models, personalities, and trend-setting moguls.

The information in this press release is the latest information available at the time of release. Please note that the contents may change without prior notice.

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