

**TARGET MEDIA APPOINTED AS MEDIA AGENCY
BY NAMCO BANDAI PARTNERS UK**

March 2010: Target Media, the UK's number one entertainment media agency, has won the planning and buying account for **NAMCO BANDAI** Partners UK, the video game distribution marketing and sales company.

The deal was won following a competitive pitch and comes into effect on April 1. Target Media will plan campaigns for all new game releases across all media platforms.

NAMCO BANDAI Partners' product line up includes Enslaved™, Tekken™ 6, Splatterhouse™ and Test Drive® Unlimited 2. The company, one of the leading distribution, marketing and sales companies in the video game industry, distributes and markets a broad range of high quality interactive entertainment products for Sony, Microsoft and Nintendo gaming platforms.

Robert Wilkerson, CEO at Target Media Group, said: "We are thrilled to announce that we will soon be working with **NAMCO BANDAI** Partners. The company is a leading, and ambitious player in the gaming industry and their line up of titles due for release this year alone will present our team with many opportunities for creating exciting campaign work."

David Miller, Marketing Director at **NAMCO BANDAI** Partners, said: "We are delighted to be working with Target Media to plan and buy all media campaigns. Their credentials in the gaming and entertainment world mixed with their inspirational ideas for creative campaigns meant they were the perfect choice for our business."

Elsewhere in the business **Naomi White** and **Amelia Thackway** have been promoted from Account Managers to Account Directors. Naomi has been with Target Media for five years and is responsible for the Play.com, Artificial Eye and Revolver accounts. Amelia, who joined the company two years ago from Zenith Optimedia, is responsible for Optimum, Optimum Home Entertainment, Channel 4 DVD and Kaleidoscope.

-ENDS-

About Target Media

Target Media is the UK's number one entertainment specialist media agency with over 50 clients in the film, DVD, gaming, music, fashion, retail, mobile, and leisure industries.

As one of the UK's fastest growing and largest independent media agencies, Target Media devises media communication strategies providing the sharpest thinking, smartest planning and value-driven buying, to deliver tangible business results. *'Inspiration, Implementation, Results'.*

Current clients include SEGA, Bethesda, Play.com, Icon Film Distribution, Konami, Optimum Releasing, Ben Sherman and 4DVD.

About NAMCO BANDAI Partners

NAMCO BANDAI Partners, one of the video game industry's leading distribution, marketing and sales companies, is a wholly owned subsidiary of NAMCO BANDAI Games Europe with 16 dedicated offices operating in 50 countries across Europe, the Middle East, Africa, South America, Australasia, and south east Asia (Hong Kong, Singapore, Taiwan, South Korea).

The company distributes and markets a broad catalogue of high quality interactive entertainment products for Sony, Microsoft and Nintendo gaming platforms and PC from NAMCO BANDAI Games, D3Publisher and other major video game publishers on an international and regional basis.

NAMCO BANDAI Partners is an independent business unit of the NAMCO BANDAI group of companies.