



Kelley Drye Represents e4e in Acquisition of Interactive Entertainment Division by Pole to Win

September 13, 2012

Kelley Drye served as U.S. counsel to e4e in the 100 percent stake acquisition of its interactive entertainment division by Japanese entertainment software maker, Pole to Win. e4e and Pole to Win signed a definitive agreement on August 22, 2012. The closing of the acquisition, which is subject to customary closing conditions, is expected to occur by the end of September 2012.

The Kelley Drye team was led by partner **Deepak Nambiar**. They were assisted by partner **Jack Miles** and special counsel **Andrew Lee**. Krishnamoorthy & Associates served as e4e's counsel in India.

Founded in 2000, e4e is an IT enabled service and business process outsourcing company, which assists businesses in cost reduction, process re-engineering and improved services and customer experiences. Its expertise lies in healthcare business services and interactive entertainment (game testing, 24/7 customer support services and localization). e4e is located in India, the U.K. and the United States. The main corporate office is in the United States.

A subsidiary of Poletowin Pitcrew Holdings and established in 1994 in Japan, Pole to Win covers a range of services in testing and localizing entertainment software. Its studio locations span 13 cities worldwide in Japan, Singapore, the United States and Europe.