



SABAN BRANDS CONTINUES EXPANSION OF THEIR TALENTED MARKETING & LICENSING TEAM

Amber Sheppo Brought In As New Director Of International Marketing & Licensing

LOS ANGELES (XXX) – Saban Brands LLC has added another new executive to their seasoned team, naming Amber Sheppo as Director of **International** Marketing & Licensing, it was announced by Kirk Bloomgarden, Senior Vice President of International Licensing for Saban Brands. This continued expansion further emphasizes Saban Brand’s commitment to overall growth toward the acquisition of consumer brands and intellectual properties in various categories, ranging from entertainment to fashion, lifestyle and celebrity and consumer brands.

In her new position, Sheppo will be responsible for growing the international business for *Power Rangers*, *Paul Frank* and all future Saban Brands properties. Sheppo will manage all the international licensing agents for these properties and work with them directly to execute all consumer and trade marketing initiatives for all brands.

“Amber is a talented addition to our team who brings over a decade of experience in children’s entertainment and licensing,” said Bloomgarden. “As we continue to grow the Saban Brands division, her expertise will be crucial to the success of *Power Rangers* and *Paul Frank*, as well as future properties we acquire down the road.”

For the past five years Sheppo had been lending her talents to Cookie Jar Entertainment, most recently as their Director of Marketing. There she worked with one of the largest children’s programming libraries in the world that included such popular titles as *Caillou*, *Strawberry Shortcake*, *Johnny Test*, *Inspector Gadget* and *Arthur*.

Sheppo previously spent nearly four years at Nelvana Entertainment as a Director of Development and Sales Executive working with such iconic brands as *Babar*, *Beyblade*, *Franklin* and *Max & Ruby*. She also spent some time at Kids’ WB! where she worked on programming and scheduling strategy for such popular hits as *Pokemon*, *Batman Beyond*, *Pinky & The Brain* and *Jackie Chan Adventures*.

About Saban Capital Group

Saban Capital Group (“SCG”) is a leading private investment firm based in Los Angeles specializing in the media, entertainment and communications industries. Established in 2001 by Haim Saban, the firm makes both controlling and minority investments in public and private companies and takes an active role in its portfolio companies. SCG’s current private equity investments include Univision (*the premier Spanish-language media company in the US*) and Tiger Gate Entertainment (*a joint venture with Lionsgate to operate branded pay television channels across Asia*). Saban Brands LLC, an affiliate of SCG, was formed in 2010 to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally, and currently holds the rights to Power Rangers and Paul Frank Industries in its portfolio. In addition, SCG actively manages a globally diversified portfolio of investments across public equities, credit, alternative investments, and real property assets. For more information, please visit www.Saban.com.

About Saban Brands

Formed in 2010 as a subsidiary of Saban Capital, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties and capitalize on the company’s experience, track record and capabilities in growing and monetizing consumer brands. SB applies a strategic transmedia management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions. SB is led by a superior management team with decades of experience in licensing, marketing and finance. Visit www.sabanbrands.com

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