



**BILL KEHOE JOINS SABAN BRANDS AS  
CHIEF OPERATING OFFICER & CHIEF FINANCIAL OFFICER**

*Former Beanstalk Executive to Bring Financial and Licensing Expertise and Further  
Accelerate Rapidly Growing Company*

LOS ANGELES, CALIFORNIA, [September 6, 2011] – Saban Brands LLC, a wholly owned subsidiary of Saban Capital Group, Inc., today announced that Bill Kehoe has been appointed Chief Operating Officer and Chief Financial Officer, effective immediately. In his new role, Mr. Kehoe will provide strategic leadership and oversee operations, finance, accounting, human resources and IT functions across all aspects of the Saban Brands businesses, including the television production entities. He will also take an active role in identifying and executing new acquisitions as well as bolstering the Company’s global growth strategy and initiatives. Mr. Kehoe will report to Elie Dekel, president of Saban Brands.

Mr. Kehoe joins Saban Brands from The Beanstalk Group, LLC, an Omnicom Group, Inc. agency, where most recently he served as Chief Operating Officer and Chief Financial Officer. Mr. Kehoe brings deep experience in strategic planning and operations. In addition, he has led multiple acquisitions, divestitures and related transactions, and assisted in the launching and restructuring of European and Asian based licensing operations. Mr. Kehoe holds an MBA from the University of Notre Dame and a Bachelor of Arts in Accounting from Hillsdale College.

“Bill is an extremely talented executive and we are pleased to welcome him to the Company. Saban Brands is experiencing rapid growth and achievement, and Bill’s proven track-record of operational and financial leadership and expertise in licensing and acquisitions will be instrumental as we continue to build on this momentum and further accelerate the business,” said Mr. Dekel. “In just over a year, Saban Brands has re-booted the iconic Power Rangers brand and expanded its Paul Frank business to include over 100 licensees worldwide and the opening of a Flagship Store in China, and I am confident that Bill will be a tremendous asset to the Company as we continue on this strong growth trajectory.”

“In a short amount of time, Saban Brands has built an extremely impressive portfolio of properties and is well recognized as an innovative force in the industry. I look forward to working with Elie and his talented team to capitalize on future growth opportunities and help the Company fulfill its enormous potential,” said Mr. Kehoe.

Formed in the spring of 2010 to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally, Saban Brands has demonstrated significant growth and has achieved numerous milestones for its Power Rangers and Paul Frank businesses:

- **Power Rangers** has been re-launched globally with the new series POWER RANGERS SAMURAI, which has achieved #1 ratings in the USA, UK, Canada, Germany and other markets. The series continues to launch in new markets worldwide, alongside a global licensing and consumer products program that builds around Bandai Toys and dozens of other licensees worldwide.
- **Paul Frank** has enjoyed consistent growth through numerous new initiatives. Within its first year under Saban Brands ownership, the Paul Frank brand has been expanded aggressively through increased distribution in foreign markets, the signing of the brand's 100<sup>th</sup> licensee, and the opening of a flagship store in Beijing, China. Saban Brands is currently in production on a prime-time network television special for Holiday 2012, and is in development of a pre-school television series.

#### **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](http://www.sabanbrands.com)

#### **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](http://www.Saban.com).

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