



SABAN BRANDS APPOINTS BRIAN CASENTINI VICE PRESIDENT OF DEVELOPMENT AND PRODUCTION

LOS ANGELES (July 19, 2010) – Saban Brands LLC has named Brian Casentini as the company’s Vice President of Development and Production, it was announced today by Elie Dekel, president of Saban Brands. Casentini will be responsible for overseeing the creative development and production of all Saban Brands content, beginning with the new *Power Rangers* series for Nickelodeon, which was recently announced. In keeping with Saban’s transmedia approach to brand management, Casentini will be developing multiplatform content strategies for all intellectual properties acquired by Saban Brands and will assist in future acquisition efforts.

“Brian brings a wealth of experience in children’s and family television production and development that will be a tremendous asset to Saban as we continue to expand our portfolio of brands and explore our opportunities to create new compelling content which is authentic to each property,” said Dekel. “Additionally, Brian’s previous experience working with both Saban and Nickelodeon will ensure that he can hit the ground running on our new *Power Rangers* series, which will debut in 2011.”

A seasoned executive with nearly 14 years of experience, Casentini has developed and supervised the production of hundreds of hours of innovative television programming. He recently had a series development deal with the Disney Channel and served as the Executive in Charge of Production for Nickelodeon’s new hit series *Fanboy & Chum Chum* and the second season of *The Mighty B!* starring Amy Poehler, both of which have won multiple Emmy awards.

Casentini previously served as Vice President of Development & Current Programming at ABC Family Channel where he was head of the alternative series department. During his tenure he supervised the development and production of primetime series and specials including *Venus & Serena: For Real*, which was the highest rated reality series premiere in the channel’s history, and created the *special edition* repurposing model for ABC’s *The Bachelor*, which consistently doubled the channel’s primetime ratings.

Prior to that he was Vice President of Current Programming at the Fox Family Channel and Fox Kids Network where he oversaw the production of all scripted and non-scripted daytime series. Casentini supervised the creation of a number of award-winning and critically-acclaimed shows including *Angela Anaconda*, which helped fuel double-digit ratings growth in Fox Family's daytime schedule for three years in a row.

He started his career at Walt Disney Television Animation as a creative executive where he helped develop series for syndication and ABC's "One Saturday Morning" block including *Pepper Ann* and the Emmy-winning *Mickey MouseWorks*, which propelled the network from #3 to #1 in the daypart in less than a year.

Casentini holds a JD/MBA from Santa Clara University and a Bachelor of Science in Business Administration from the University of California at Berkeley.

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). The firm formed Saban Brands LLC in 2010, a subsidiary to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally. 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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