



SABAN BRANDS PROMOTES KEY EXECUTIVES TO KICK OFF 2011

*Brian Casentini Promoted To SVP Of Development & Production And
David Shuman Promoted To SVP Of Finance & Operations*

LOS ANGELES (XXX) – Saban Brands LLC began 2011 with the promotion of two executives, Brian Casentini and David Shuman, who have been integral to the company’s growth and success, it was announced by Elie Dekel, President of Saban Brands. Casentini has been promoted to Senior Vice President of Development & Production and Shuman has been elevated to Senior Vice President of Finance & Operations. Both executives joined the Saban Brands team last year in the midst of the company acquiring the popular brands *Power Rangers* and *Paul Frank*. The all-new *Power Rangers Samurai* TV series will launch on Nickelodeon Monday, February 7.

“As we begin 2011 with very strong momentum, we felt it was important to acknowledge two key members of the Saban Brands team,” said Dekel. “Brian’s overall experience and creativity has enabled our success in producing *Power Rangers Samurai* and has been integral to all aspects of development, casting, production, network relations and so much more. While David’s experience, talent, dedication, leadership and deft human touch has helped establish the company’s financial structure so quickly,” added Dekel. “We recognize both of their contributions and proudly promote them effective immediately.”

Casentini joined Saban Brands in July of 2010 as the Vice President of Development & Production, overseeing all Saban Brands content including the launch of *Power Rangers Samurai*. He has a wealth of experience in childrens and family television having supervised production on hundreds of hours of programming for networks such as Nickelodeon, ABC Family, Fox Family and Fox Kids, working on popular shows including *Fanboy & Chum Chum*, *The Mighty B!* and *Angela Anaconda*, among others.

Bringing over 15 years experience in finance and operations, Shuman began with the company in April of 2010. He previously served as Executive Vice President of Finance for the North American divisions of Live Nation, playing a key roll in overseeing the team that purchased “House of Blues.” He also spent time at Fox Family Worldwide as the Vice President of Finance, managing the budget, forecasting and variance analysis for the entertainment giant.

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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