

SABAN BRANDS LAUNCHES IN-HOUSE DIGITAL DEPARTMENT

Frederic Soulie is Vice President of Digital Content Distribution and Dan Silberberger is Vice President of Digital

LOS ANGELES (August 2, 2011) – In keeping pace with its aggressive growth strategy, supporting all of its brands including Power Rangers and Paul Frank, and newly acquired brands, Saban Brands LLC is further expanding its capabilities and initiatives in all aspects of digital content, social media and interactive products, by forming an in-house Digital department. This new unit housed within Saban Brands will spearhead new digital products in support of the Company’s brands, while also leading the group’s digital efforts in new business development, including video games, mobile applications, web-sites, social media, eCommerce and more.

The newly created Saban Brands Digital department is led by Frederic Soulie, Dan Silberberger, Chris Thomes and Marni Landes, it was announced today by Elie Dekel, president of Saban Brands. As Vice President of Digital Content Distribution, Frederic Soulie is responsible for the overall licensing strategy of Saban Brands properties in the Home Video, Online Video, Video Games and Software categories. With more than 10 years of experience, Soulie previously oversaw digital distribution and business development for Endemol USA – the largest independent television production company in the world. Soulie also spent several years at DIC Entertainment / Cookie Jar Entertainment as Vice President of Business Development for Digital Media where he was instrumental in bringing one of the largest children’s programming libraries of 6,000+ episodes, including “Inspector Gadget,” “Super Mario Bros,” and “Johnny Test,” to top electronic retailers.

Soulie received his MBA from Pepperdine University in California and a Masters in International Business from Montpellier Business School in France.

“Frederic’s unparalleled experience with digital content development and distribution will provide Saban Brands with a remarkable new asset for the continued growth of our brands,” said Dekel. “As the digital space is becoming more and more prevalent for all aspects of brand

development, Frederic's exceptional leadership and insight will expand the digital footprint for the *Power Rangers* and *Paul Frank* brands."

Other responsibilities for the new Digital team will be to develop social media and marketing campaigns that support all of Saban Brands' Power Rangers and Paul Frank properties, as well as to create new digital products. Industry veteran Dan Silberberger's 15 years of expertise make him the perfect addition to the growing team.

Dan Silberberger, Vice President of Digital, will oversee operations, business development, product development, and marketing of Saban Brands' Digital department. Most recently, Silberberger served as Vice President of Business Development for venture-backed start-up Kiip. Prior to this role, Silberberger worked with Electronic Arts (EA) where he led the successful iPod and iPhone businesses for EA, and Nextel Communications (Sprint), where he ran the company's games and entertainment business.

Added Dekel: "Dan's experience is the perfect complement to Frederic's background, creating a dynamic team that will offer strategic guidance of digital and mobile opportunities for growth for Saban Brands' thriving properties."

Reporting to Silberberger is the new Digital Marketing Manager for Saban Brands, Marni Landes. Landes' responsibilities include implementing strategic online campaigns and driving traffic to Saban Brands' websites. In addition, Landes will develop strategies to increase mobile app downloads and monetize them. Landes holds an MA in Communication Management from the Annenberg School at USC and has received a number of accolades within the business communication industry, including placing first in the nation at a competition for the *Future Business Leaders of America* in 2001. For the past five years, Landes spearheaded the social media initiatives for top entertainment events publisher Goldstar, including acting as the social media voice of the company, producing video content and managing member acquisition programs.

These new additions join Chris Thomes, who came to Saban Brands in March as Executive Director of Digital Production. Thomes has more than 15 years of experience in digital production and previously served as Executive Producer for Disney's Interactive Media Group, where he developed digital content for the Disney Channel and its many brands.

The digital leadership team will report to Elie Dekel, President and CEO of Saban Brands, and will be responsible for all internal and external relationships with the division's employees, game developers, marketing teams and development groups.

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

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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Contact:

Shawna Lynch / Sharna Ettenberg

Bender/Helper Impact

(310) 473-4147

shawna_lynch@bhimpact.com /

sharna_ettenberg@bhimpact.com