



POWER RANGERS PROMOTE HALLOWEEN SAFETY TO MILLIONS OF KIDS AND PARENTS

***In Addition To Halloween Safety, Power Rangers emPOWER To Also Implement
New Initiatives And Partnerships For Health And Fitness This Fall***

LOS ANGELES (September 28, 2011) – Saban Brands announced today a forthcoming multi-platform national Halloween safety campaign featuring the Samurai Power Rangers, along with additional activities for their Power Rangers emPOWER initiative for fall 2011. Beginning next month, Saban Brands will launch a multi-platform campaign focused on Halloween safety featuring the Power Rangers, designed to reach parents and children at schools, in theaters, online, and at home.

Videos about Halloween safety featuring the cast of the #1 kids action series *Power Rangers Samurai* will air in movie theaters nationwide before PG and G-rated films. Some of the many important tips that the Power Rangers will share include:

- Do not eat unwrapped candy.
- When trick-or-treating, make sure to also take a glow stick or flashlight, or add reflective tape to your costume so that cars may more easily see you.
- Never go trick-or-treating alone. Use teamwork and stay in groups or with a parent.

Special bulletin board posters reinforcing safe trick-or-treating guidelines will be distributed to 5,000+ elementary schools across the country. Also, online, kids can visit powerrangers.com/

Halloween for more Halloween Halloween safety tips, videos, activities, games and resources throughout the month of October. The Power Rangers will also be reaching parents and kids through some of the most popular parenting blogs, entertainment websites, and gaming portals.

“Saban Brands is committed to sharing the message of Halloween safety with young Power Rangers fans and parents worldwide,” said Saban Brands president Elie Dekel. “In addition, we’re also continuing to encourage families to live a more active and healthier lifestyle with the Power Rangers emPOWER program.”

As part of Saban Brands and Power Rangers’ commitment to promote the health and well being of millions of young Power Rangers fans nationwide, additional initiatives tied to the Power Rangers emPOWER program are also scheduled for this fall, including Nickelodeon’s Worldwide Day of Play, a partnership with Every Body Walk!, where the Rangers will participate in Walk To School Day, and the newest cycle of the Power Rangers emPOWER Sweepstakes.

Power Rangers emPOWER was developed in conjunction with the hit television series *Power Rangers Samurai* to inspire kids and families to put the Power Rangers values of *teamwork, confidence, health and physical activity* into action. The initiative shows kids and parents how to make healthy choices through programs at schools, online, and at live events in local communities.

Nickelodeon’s Worldwide Day of Play

On September 24, the Power Rangers participated in Nickelodeon’s Worldwide Day of Play, which was the biggest celebration of active play in the eight-year history of the initiative. Nickelodeon and its partners hosted an entire day of activities and games for kids and families on the Ellipse in Washington, D.C. to encourage active and healthy lifestyles. Additionally, Nickelodeon’s networks and websites went dark from 12 to 3 p.m. (ET/PT) as a signal to kids and families to get up and get active. Leading up to the D.C. event, the cast of Nickelodeon’s hit

series *Power Rangers Samurai* starred in a special PSA promoting Worldwide Day of Play that is airing exclusively on Nickelodeon and [online at Nick.com](http://www.nick.com).

Every Body Walk! And Walk To School Day

Beginning this month, Power Rangers emPOWER is partnering with Every Body Walk!, an online educational campaign aimed at getting Americans up and moving. Every Body Walk! and Power Rangers emPOWER are launching a new program focused on encouraging kids to walk to school for health and fitness. As part of this new initiative, Every Body Walk! included the Power Rangers in their upcoming “Walking School Bus” event at the Center for Total Health in Washington, DC on September 23. This event brought together educators, kids, parents, and health professionals to encourage kids nationwide to walk to school. This event also raised awareness of “Walk To School Day” on October 5. The Power Rangers will celebrate this year’s “Walk To School Day” by accompanying students in Los Angeles as they walk to school, taking part in a national campaign that is activated at more than 5,000 schools nationwide.

Power Rangers emPOWER Activities Kit Sweepstakes

Once again, the Power Rangers emPOWER Activities Kit Sweepstakes is offering schools and youth organizations the chance to win a \$10,000 donation and a visit from the Power Rangers by activating “Ranger Training” within their organizations. Schools and local non-profit community groups can enter now through November 11, 2011. For more information on how to enter, along with parenting tips, healthy recipes, and news about upcoming live Power Rangers emPOWER events, please visit PowerRangers.com.

About *Power Rangers Samurai*

Combining comedy with action-filled storylines, the all-new half-hour series *Power Rangers Samurai* features a new cast of Rangers and never-before-seen villains, as well as high-octane action, martial arts and advanced special effects. From SCG Power Rangers LLC, an affiliate of Saban Brands, the long-running hit kids’ TV phenomenon, now heading into its 19th season, is helmed by Haim Saban, who created and produced the original “Mighty Morphin Power Rangers” series in 1993. New episodes premiere Saturdays at noon (ET/PT) on Nickelodeon.

Following its introduction in 1993, *Power Rangers* quickly became the most watched children’s television program in the United States. Emphasizing the importance of teamwork, responsibility and helping others by following the adventures of a group of ordinary young people who “morphed” into

superheroes, the series was seen in more than 60 countries, translated into numerous languages, and was a mainstay in the most prominent international children's programming blocks.

About Power Rangers emPOWER

Since the debut of *Mighty Morphin Power Rangers* in 1993, the Power Rangers have been role models for generations of children. Through Power Rangers emPOWER, the Rangers from the #1 kids' action series *Power Rangers Samurai* are teaching kids and families how to put the Power Rangers values of *teamwork, confidence, health and physical activity* into action. Developed in partnership with leaders in children's services, this initiative has successfully been activated in more than 5,000 school programs nationwide as well as online and at live events. Just as the Power Rangers use teamwork to solve a different challenge in every episode, Power Rangers emPOWER provides parents and community leaders the tools they need to work together to grow healthy kids. This initiative is positive and fun, emphasizing kids' strengths and potential by providing children and parents with accessible resources to reinforce healthy choices.

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 Every Body Walk!

Every Body Walk! is an online educational campaign aimed at getting Americans up and moving. Through the help of its partners, Every Body Walk! is working to spread the message that walking 30 minutes a day, five days a week really can improve overall health and prevent disease. Every Body Walk! provides news and resources on walking, health information, walking maps, how to find walking groups, a personal pledge form to start walking, as well as a place to share stories about individual experiences with walking.

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