



SABAN BRANDS WELCOMES JOHN HARDMAN AS DIRECTOR OF DEVELOPMENT AND PROGRAMMING

LOS ANGELES (August 29, 2011) – Children’s programming veteran John Hardman joins Saban Brands LLC as the Director of Development & Programming, it was announced today by Elie Dekel, president of Saban Brands. Hardman will oversee the creative development and production of content for Saban Brands’ properties, including *Power Rangers* and *Paul Frank*. In keeping with Saban Brands’ transmedia approach to brand management, Hardman will also oversee the development of multiplatform content strategies for all intellectual properties acquired by Saban Brands.

“John’s knowledge of television production and development on a global scale will be incredibly beneficial to the continued worldwide growth of our *Power Rangers* and *Paul Frank* properties,” said Dekel. “John brings a wealth of experience to Saban Brands and will be a wonderful asset to our already stellar production and development team.”

A seasoned television executive with 15 years of experience, Hardman has developed and supervised the production of hundreds of hours of children’s television programming as seen on children’s networks Kids WB! and Nickelodeon, among others. He began his career at Klasky Csupo, Inc., working in development and programming for “Rugrats,” “The Wild Thornberrys,” “Rocket Power” and “As Told By Ginger.” Hardman then joined the television development and programming team for Dreamworks SKG to work on the “Toonsylvania” and “Invasion America” series.

Most recently, Hardman spent five years at Kids WB!, where he oversaw development and programming on the hit series “Pokemon,” “Yu-Gi Oh!,” “Jackie Chan Adventures,” “X-Men: Evolution,” and many others. He is recognized as an industry expert and has worked as a consultant for studios and networks worldwide.

Hardman received a B.A. in Communications from Villanova University in Villanova, PA.

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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