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**Saban and MZ Berger Announce Collaboration**

Saban Brands collaborates with MZ Berger for New Time Piece Launch

*Hollywood, CA (January, 27, 2012)* – Saban Brands is pleased to announce its partnership with global consumer product company, MZ Berger, for the production of Paul Frank and Power Ranger timepieces.

The collaboration offers classic Paul Frank and Power Ranger designs with a contemporary aesthetic. The line is available in an assortment of vibrant colors, ranging from \$10 to \$100 in price point. It will be sold in both specialty department and mid-tier stores and Paul Frank watches are set to hit select Kohls stores in March.

Saban Brands continues to hit the mark, creating an assortment of products that are both cool and universal in appeal. “We are looking forward to bringing this special collaboration to our loyal fan base, as it definitely has something for everybody” says Elie Dekel President of Saban Brands.

For additional information and for media inquiries please visit:

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**About Saban Brands:**

Formed in 2010 as a subsidiary of Saban Capital Group, 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. For more information, visit [www.sabanbrands.com](http://www.sabanbrands.com)



**About Paul Frank**

Acquired in 2010 by Saban Brands, Paul Frank began in 1997 as an independent accessories company in a Southern California beach town. The brand has steadily grown to become a globally recognized, iconic brand that features artistic and entertaining designs inspired by a love of avant-garde, modern influences and everyday objects. By creating relationships through exciting collaborations and strategic licensing partnerships, Paul Frank merchandise includes apparel and accessories for all ages, books, stationery, eyewear, home décor, bicycles and more. Paul Frank products are available at world-renowned retailers including Nordstrom, Bloomingdales, Macy's, Target, Colette, Selfridges, Beams and flagship Paul Frank store locations. To see what's new and exciting at Paul Frank, visit [www.paulfrank.com](http://www.paulfrank.com).

**About Saban's Power Rangers Samurai**

Power Rangers Samurai is the all-new, half-hour series that features a new cast of Rangers and never-before-seen villains, as well as high-octane action, martial arts and advanced special effects. New episodes premiere Saturdays at noon (ET/PT) on Nickelodeon. Currently in its 19<sup>th</sup> season, Power Rangers Samurai is helmed by Haim Saban, who created and produced the original Mighty Morphin Power Rangers series in 1993. Following its introduction, 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. Power Rangers LLC, which licenses and merchandises the Power Rangers brand, is an affiliate of Saban Brands. For more information, visit [www.powerrangers.com](http://www.powerrangers.com).

**About MZBerger:**

MZB is a global product company with deep roots in design, marketing, licensing and sales distribution. Beginning with its flagship product of watches, MZB has grown into a diverse company selling to all demographics, price points and channels of distribution. Our areas of expertise include watches, fashion jewelry, clocks, room décor, personal care, craft & activity, and eco-friendly products. For over 60 years, we have woven a vast network that brings timeless merchandise into homes throughout the world.