



POWER RANGERS MARK A COLLABORATION WITH McDONALD'S® THAT SPANS NEARLY TWO DECADES

LOS ANGELES (September 20, 2011) – Saban Brands announced today that the #1 kids action series *Power Rangers Samurai* is teaming up with McDonald's to offer Power Rangers toys in Happy Meals at participating McDonald's restaurants throughout North America. The relationship between these two iconic brands began in 1994 with a *Mighty Morphin Power Rangers Happy Meal*. Over fifteen years later, today's collaboration focuses on positive lifestyle choices, including fun fitness and balanced eating for America's youth, and coincides with the roll-out of McDonald's new Happy Meal, that now includes apple slices in every Happy Meal purchased.

"We are so proud of the long relationship between the Power Rangers and McDonald's," said Saban Brands president Elie Dekel. "It is a testament to the legacy of the Power Rangers that McDonald's and this iconic franchise have sustained their collaboration long enough to introduce a new Power Rangers Happy Meal to a second generation."

Power Rangers fans visiting participating North American McDonald's restaurants between Friday, September 16 and Thursday, October 13 will receive one of eight limited edition toys inspired by the hit series *Power Rangers Samurai*, now airing on Nickelodeon, with the purchase of a Happy Meal or Mighty Kids Meal. This new promotion brings a mix of action figures and role-play items where kids can recreate high-action moves in the palms of their hands and inspire fun, active play.

McDonald's new Happy Meal, which will begin to roll out in select McDonald's locations across the U.S. this month, will include a smaller, 1.1-ounce portion of fries along with produce (apple slices, a quarter cup or half serving) with the choice of a hamburger, cheeseburger or Chicken McNuggets, and choice of beverage, including new fat-free chocolate milk and 1% low fat white milk.

In addition, this promotion coincides with the newest cycle of Power Rangers emPOWER, an initiative that inspires kids and families to put the Power Rangers values of *teamwork, confidence, health* and *physical activity* into action through programs at schools, online and at events in local communities. Another way is to encourage exercise and active play in and after school by using The Power Rangers emPOWER Activities. The emPOWER Activity Kit Sweepstakes is offering schools and youth organizations the chance to win a \$10,000 donation and a visit from the Power Rangers and is available through November 11, 2011 on 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 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 McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local business men and women. Customers can log online for free at any of the nearly 12,000 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter (@McDonalds) and Facebook (Facebook.com/McDonalds) for updates on our business, promotions and products.

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