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**SABAN BRANDS AND PRESSMAN TOY TEAM UP TO INTRODUCE BOARD GAMES  
BASED ON *POWER RANGERS SAMURAI* TV SERIES FOR 2012**

*Available at Mass and Specialty Retailers Nationwide in June 2012*

**New York, December 2011** – Pressman Toy Corporation, known for delighting families with classic games and innovative licensed products for nearly 100 years, announces a licensing deal with Saban Brands to develop games based on the #1 kids’ action series *Power Rangers Samurai*. The series is currently appearing on both Nickelodeon and Nicktoons, five days a week. Pressman Toy’s games based on this series will be available at mass and specialty retailers nationwide in June 2012.

“The Power Rangers have been an iconic staple in the lives of children for nearly 20 years.” said Jim Pressman, president of Pressman Toy Corporation. “When we learned that the series was being revamped by its original creator, Haim Saban, we knew the *Power Rangers Samurai* series would be sensational. We are excited to enhance this phenomenon with our line of games.”

“We are excited to partner with Pressman Toy to bring all-new *Power Rangers Samurai* board games to kids and kids-at-heart nationwide,” said Elie Dekel, President of Saban Brands. “Games are the perfect way to tap into the values of the Rangers and work as a team to have fun and make friends.”

Combining comedy with friendship, teamwork and 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. Emphasizing the importance of teamwork, responsibility and helping others by following the adventures of a group of ordinary young people who "morph" into superheroes, it is the #1 television series among boys.

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Pressman Toy plans to introduce a range of “Power Rangers Samurai” skill, action and memory games based on the series, for kids of all ages, each retailing for under \$20.



### **POWER RANGERS SAMURAI™ SAMURAIZER SWITCH GAME**

*This item will be nationally advertised on television in Fall 2012!* Move around the game board collecting valuable Zord tokens. When you reach a Gap Sensor, you get to challenge a Nighlok. Place your Power Ranger mover on the Samuraizer- your mover spins and then stops on either civilian, Power Ranger or armed Power Ranger. Press the reveal button to see if you have won the battle! Be the first player to defeat three Nighloks and Xandred to win.

*For 2 to 4 players, ages 6 and up. MSRP: \$19.95*



### **POWER RANGERS SAMURAI™ MAKE A MATCH**

Features a plastic replica of the awesome Red Power Ranger! Sharpen your memory skills as you find matching pairs. If you have the Red Ranger figure at the end of the game, you score bonus points. *For 2 to 4 players, ages 3 to 6.*

*MSRP: \$6.95*



### **POWER RANGERS SAMURAI™ POP 'N' RACE**

Pop the dome and race your movers around the game board. A great value game.

*For 2 to 4 players, ages 5 and up. MSRP: \$9.95*

Additional games such as **POWER RANGERS SAMURAI™ 4 IN 1 CARD GAME**, **POWER RANGERS SAMURAI™ DOMINOES** and a second custom Power Rangers board game with unique special features will also be available.

### **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 19<sup>th</sup> 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 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 Pressman Toy Corporation**

Pressman Toy Corporation, the third largest game manufacturer in the United States, was founded in 1922. The company has released many strong brands that consumers have enjoyed for generations, such as Rummikub, MASTERMIND and Tri-Ominos. One of the first companies in the industry to begin licensing popular characters and content for toys and games, Pressman Toy has created games and puzzles based on *Diary of a Wimpy Kid*, *NCIS*, *The Smurfs*, *Tinga Tinga Tales*, *Curious George*, *Happy Feet Two*, *Dinosaur Train*, *Looney Tunes*, *Hello Kitty*, *Ben 10*, and *Scooby-Doo!* as well as popular games shows *Deal or No Deal*, *Who Wants to Be A Millionaire*, *Jeopardy!* and *Wheel of Fortune*. Further information about Pressman Toy can be found at [www.pressmantoy.com](http://www.pressmantoy.com).

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