



SABAN BRANDS' *POWER RANGERS SAMURAI* PRIMED FOR GLOBAL SUCCESS

Series Scoring Big with #1 Ratings on Nickelodeon in the U.K. and Mexico

New Broadcasters Launching in Europe and Australia and New Licensing Partners in Europe, Latin America and Asia Onboard for International Brand Rollout

Los Angeles, CA. September 12, 2011 – With over 100 licensees and a roster of leading broadcast partners onboard worldwide, Saban Brands' ***Power Rangers Samurai*** franchise continues to build momentum around the globe with new international broadcast and licensing partners, stellar ratings, new television launches and strategic marketing initiatives.

Following the success of the #1 rated ***Power Rangers Samurai*** on Nickelodeon in the U.S., the series is topping the charts in the international market. In the U.K., the ***Power Rangers Samurai*** has remained the #1 program for Kids 4–9 since its debut on Nickelodeon on May 7 and over two million people to date have tuned in to watch the series. Since its July 11 debut in Mexico, ***Power Rangers Samurai*** has been the #1 program on Nickelodeon among Kids 4 – 9. (Source: TechEdge; Period: MX: 11-Jul-11 to 11-Aug-11, UK: 7-May-11 to 11-Aug-11.) The series will continue to debut internationally throughout Fall 2011 and 2012.

"Duplicating its #1 status on Nickelodeon in the U.S., ***Power Rangers Samurai*** is forging ahead in the international market with #1 rankings on Nickelodeon in the U.K. and Mexico. We have established a powerful team of strategic partners across the globe—from distribution to broadcast and licensing—that continues to bring our vision for the brand to fruition," states Kirk Bloomgarden, Senior Vice President, Saban Brands. "We are confident that ***Power Rangers Samurai*** will continue to resonate with fans worldwide as we launch the series on new channels, and debut new products in the coming months and into 2012, delivering top ratings for our broadcast partners and stellar performances at retail."

MarVista Entertainment, the exclusive international television distributor for the brand, continues to take the ***Power Rangers Samurai*** to every corner of the world and has announced that it has now finalized several new television broadcast licensing agreements for ***Power Rangers Samurai***.

"We are proud to announce that some of the world's leading channels are now officially joining our growing roster of broadcast partners," states Fernando Szew, CEO of MarVista Entertainment. "We welcome Mediaset's Italia 1 and Boing in Italy, SIC of Portugal, Channel 9 in Australia, TV4 in New Zealand, and South Africa's E-TV to the ***Power Rangers Samurai*** family of broadcasters around the globe."

These new partners join the previously announced roster of broadcasters that include Nickelodeon (multiple territories), YTV in Canada, Canal J and Gulli in France, Televisa in Mexico; Brazil's Grupo Bandeirantes, Peru's America TV, Ecuador's TCTV, Panama's Corp Medcom Panama, Paraguay's Telefuturo, Bolivia's Unitel, Nicaragua's Intrasas TV and Uruguay's Monte Carlo TV.

In the licensing arena, Saban Brands has also appointed a new licensing agent for South Africa, **CLM**, joining a stellar team of agents across the globe, which includes **CPLG** for Western Europe, **Ink** for Scandinavia/Eastern Europe, **Exim Licensing** for Latin America (excl. Mexico), **Televisa** for Mexico, **Segal Licensing** for Canada, **Haven** for Australia and New Zealand, and **Saban Brands Israel**.

Power Rangers Samurai continues to add new international licensees, which currently includes A-list worldwide partners such as Master Toy licensee **Bandai, Namco Bandai** (interactive games-worldwide) and **Megabrand**s (construction/toys-worldwide).

Saban Brands has signed a roster of new licensees across Europe, Latin America and Pacific Asia. In Europe, new licensees include: **AABrands** (apparel-Germany, Austria, Switzerland), **Akroyd** (apparel-UK and Ireland), **Big Balloon** (magazine-Belgium, Luxembourg, Netherlands), **Blue Ocean** (magazine-Germany, Austria, Switzerland, Belgium), **Blues Clothing** (apparel-UK, Ireland), **GH Warner** (footwear-UK, Ireland), **Minuto & Salomne Srl** (umbrellas-Italy), **Misirli** (socks-UK, Ireland), **MV Sports** (scooters/skates/bikes-UK, Ireland), **Parragon** (books-UK, Ireland), **Prime** (paper products-France), **Leomil** (footwear-multi-territory), **Belltex** (home goods-multi-territory), **Rubies** (costumes-EMEA), **Sert-MST Ltd.** (health/beauty-UK, Ireland), **Trademark Collections** (luggage-UK, Ireland), **Van der Erve** (apparel-Belgium, Luxembourg, Netherlands), **Wal-Cor Corsanini S.n.c.** (accessories-Italy).

Additionally, across Latin America, new licensees include **Alta Tecnologia en Mochilas** (backpacks, outerwear-Mexico), **Arcor** (Easter eggs-multi-territory), **ESEKA** (apparel-Argentina), **Confecciones Melgar** (bedding, shower-Peru), **Parragon** (books-multi-territory), **Proyectos Comerciales** (apparel-multi-territory), **Papelera** (notebooks-Peru), **PT Trisinar Indopratama** (lunch boxes-Peru), **Sticker Design** (stickers-Argentina), **Xeryus** (backpacks, lunchboxes-Brazil). And in the Pacific-Asia region, new licensees include **The Life Like Company** (costume character appearances-Australia, New Zealand), **Parragon** (books, etc.-Australia, New Zealand) and **Rubies** (costumes-Australia, New Zealand).

As part of a comprehensive global marketing strategy, Saban Brands is currently in development on a multi-territory Power Rangers Live Tour in the U.S. and Europe for 2012 and 2013, and live Power Ranger character appearances are taking place at select retailers throughout Europe.

About Power Rangers:

Produced by Saban Brands LLC and Power Rangers Productions Ltd., the long-running hit kids' TV phenomenon, which debuted in 1993, is helmed by Haim Saban, who created and produced the original "Mighty Morphin Power Rangers" series. **Power Rangers Samurai** is also Executive Produced by Jonathan Tzachor (from the original series). 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, the series follows the adventures of a group of ordinary young people who "morph" into superheroes. Seen in more than 60 countries and translated into numerous languages, *Power Rangers* rose to rank as the #1 boys brand in the world from 1993-97, based on toy sales and television ratings. To date, *Power Rangers* licensed products and promotions have generated well over \$5 billion in retail sales worldwide. For more information go to www.powerrangers.com

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 MarVista Entertainment:

MarVista Entertainment (www.marvista.net), a leading Los Angeles-based independent producer-distributor of feature films and television programming, globally licenses television series, movies, documentaries and direct-to-DVD programming to multiple platforms throughout the world. Founded in September 2003, MarVista's library now features more than 2,000 hours of programming. The company has become a pre-eminent supplier of television movies and series to major cable networks in the U.S., including The Disney Channel, Lifetime, Hallmark Channel, NBC Universal, ABC Family and MTV Networks that generate extensive global terrestrial and pay television sales. Last year, MarVista formed a production and distribution alliance with SNAP TV in Argentina; and the Company was appointed by Saban Brands as the international distributor for the new season of Power Rangers Samurai, and the classic library, which includes over 700 episodes. Most recently, MarVista secured new investment capital from an investment group led by Brian N. Sheth.

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