



New Power Rangers Power Blast Juices Save the Day with Nutritious, Great Tasting Juice Boxes

***Saban Brands and Genesis Today Introduce a Healthy Kids' Juice
Available at an Affordable Price at Walmart***

LOS ANGELES and AUSTIN, TX (January 17, 2011) – Parents looking for an alternative to sugary drinks finally have a healthy option - Go Go Samurai! Saban's *Power Rangers Samurai*, the #1 kids action show, and Genesis Today, one of the nation's fastest growing healthy superfood, beverage and supplement companies, have teamed up to introduce Power Rangers Power Blasts – a line of refreshing, nutrient-rich, naturally sweetened, low-calorie, low-sugar juice drinks designed to nourish children's growing bodies.

Genesis Today's Power Rangers Power Blast juice drinks have 50 percent fewer calories and half the sugar content found in the leading children's juice boxes. The juice drinks also contain more than 11 vitamins, minerals and nutrients, including 250 percent of the daily value of Vitamin B12 for sustained energy, Zinc and 150 percent of the daily value of Vitamin C for immune support, Vitamin D for bone health as well as Vitamin B6, Niacin/Vitamin B3, Pantothenic Acid/Vitamin B5, Calcium and Omega-3 DHA fatty acids.

“This new line of Power Blast juice drinks is about making sure the healthy choice is also the fun, easy choice, and making it affordable for everyone,” said Dr. Lindsey Duncan, a Naturopathic Doctor and Certified Nutritionist, and Founder and CEO of Genesis Today. “Parents can feel great about their kids ‘powering up’ with these nutritious juice drinks, and be confident that they are making a positive impact on their child's overall health and wellness.”

The Power Rangers Power Blast juice drinks are now available in the refrigerated juice sections at Walmart locations nationwide and HEB stores across Texas in six-packs of juice boxes for only \$2.99, making it comparably priced with other juice box brands. The juice drinks are available in Red Ranger Berry Power Blast and Blue Ranger Blueberry Power Blast flavors. Power Rangers Power Blast Juices

are naturally sweetened with a proprietary blend of stevia and all-natural pure cane sugar. Like all Genesis Today products, the Power Blast juices contain absolutely no artificial dyes, no artificial flavorings, no artificial colors, no artificial sweeteners, no High Fructose Corn Syrup, or any other chemicals.

Since the debut of *Mighty Morphin Power Rangers* in 1993, the Power Rangers have been role models for generations of children. Through the Power Rangers emPOWER movement, the Rangers from the #1 kids' action series *Power Rangers Samurai*, are teaching kids and families how to put the Power Rangers values of *teamwork, confidence, health and physical activity* into action. Developed in partnership with leaders in children's services, this initiative has successfully been activated in more than 5,000 school programs nationwide as well as online and at live events. Just as the Power Rangers use teamwork to solve a different challenge in every episode, Power Rangers emPOWER provides parents and community leaders the tools they need to work together to grow healthy kids. "Saban Brands continues to develop and expand its product offering to include items that help kids stay active and make healthy choices, like drinking these juice boxes, while reinforcing our continued efforts to promote positive Ranger values," said Elie Dekel, President of Saban Brands.

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 19th 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

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

About Genesis Today

Genesis Today, located in Austin, Texas, is a world leader in creating nutrient-rich products made from all-natural superfoods. Genesis Today produces 100% pure superfruit juices such as **Acai Berry**, **Cranberry Goji**, **Pomegranate & Berries with Resveratrol** and **Omega Orange**, as well as a line of superfruit vitamin [chews and gummies](#) available at Walmart, Sam's Clubs and other fine grocery stores, clubs and mass retailers. Genesis Today also has a line of 100 percent pure liquid [nutritional supplements](#)

sold at Whole Foods Market and other natural products retailers. Genesis Today is a fast-growing, innovative company that's passionate about formulating healthy products – making Inc. Magazine's [Inc. 500 | 5000](#) list of fastest growing companies for the last three years in a row. The company was founded by leading naturopathic doctor and celebrity nutritionist Dr. Lindsey Duncan of www.drLindsey.com. Learn more at www.genesistoday.com or follow Genesis Today on [Facebook](#) and [Twitter](#).

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