



SABAN BRANDS EXPANDS ITS EXECUTIVE TEAM

*Mary Rafferty Named Vice President, Toys & Hard Lines And
Rob Hughes Named Marketing Director*

LOS ANGELES (XXX) – Saban Brands LLC appoints two new executives to its seasoned team naming Mary Rafferty as Vice President, Toys & Hard Lines and Rob Hughes as Marketing Director, it was announced by Elie Dekel, president of Saban Brands. The new additions emphasize Saban Brand’s commitment to the continued growth, which announced earlier this year that they would invest over \$500 million toward the acquisition of consumer brands and intellectual properties in various categories, ranging from entertainment to fashion, lifestyle and celebrity and consumer brands.

In her new position, Rafferty will be responsible for overseeing toy licensing, product development and retail for Saban Brands properties, including opportunities with both *Paul Frank* and the new *Power Rangers* series debuting in 2011. Hughes will manage marketing campaigns for Saban Brands, focusing on *Power Rangers* and *Paul Frank*, as well as other future acquisitions.

“Mary and Rob both bring a wealth of experience and talent to their respective areas of expertise,” said Dekel. “Their backgrounds in toy development and brand marketing will ensure enormous success as we continue to grow the Saban Brands division, especially with the return of *Power Rangers* and our recent acquisition of the popular lifestyle brand, *Paul Frank*”

A veteran of the licensing and toy business for over 20 years, Rafferty most recently worked with Spin Master, Inc. on a national media campaign for a new fashion doll brand, working with partners such as Nickelodeon. Prior to Spin Master, Inc., Rafferty owned her own licensing business, managing popular brands including *Polly Pocket* and the development and launch of YouTube sensation “Fred.”

Rafferty also spent eight years as the Senior Director of Marketing for Mattel, Inc., where she managed all hard-line categories including toys, electronics, sporting goods, publishing,

music, etc. for notable brands such as *Barbie* and *Hot Wheels*. Her early career also includes time with The Walt Disney Company and The Disney Store, Inc.

Hughes comes to Saban Brands by way of Disney Channel where he spent over two years as Marketing Manager for the network. During his tenure he managed marketing campaigns for high-profile kid and preschool properties. Additionally he developed the social networking initiative for *Playhouse Disney* that included Facebook pages for *Mickey Mouse Clubhouse* and *Handy Manny*. Hughes's experience with these children's properties make him the ideal person to manage the marketing campaigns for upcoming projects such as *Power Rangers*.

Additionally Hughes spent five years at Disney ABC Cable Networks Group, developing selling strategies and presentations, working with media agencies and targeting advertising budgets. He also spent time as a Revenue Planner for ABC Family & Kids, focusing on programming for ABC Saturday Morning, Buena Vista Television and Toon Disney Kids Networks.

About Saban Capital Group

Saban Capital Group ("SCG") is a leading private investment firm based in Los Angeles specializing in the media, entertainment and communications industries. Established in 2001 by Haim Saban, the firm makes both controlling and minority investments in public and private companies and takes an active role in its portfolio companies. SCG's current private equity investments include Univision (*the premier Spanish-language media company in the US*) and Tiger Gate Entertainment (*a joint venture with Lionsgate to operate branded pay television channels across Asia*). Saban Brands LLC, an affiliate of SCG, was formed in 2010 to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally, and currently holds the rights to Power Rangers and Paul Frank Industries in its portfolio. In addition, SCG actively manages a globally diversified portfolio of investments across public equities, credit, alternative investments, and real property assets. For more information, please visit www.Saban.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

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