



SABAN BRANDS & BLIP TOYS INTRODUCE NEW POWER RANGERS SAMURAI SQUINKIES

Fans Can Battle Villains and Save the World with the Power Ranger Samurai Squinkies

(February 13, 2012 – Los Angeles, Calif.) –Uniting at the 2012 American International Toy fair, Saban Brands and Blip Toys will showcase the new Power Rangers Samurai Squinkies. Just in time for the debut of the new super-charged season, Saban's Power Rangers Super Samurai premiering Sat., Feb. 18, at 12n/11c on Nickelodeon, the Power Rangers Samurai Squinkies are available now.

Powered-up for their next adventure, Power Rangers Samurai Squinkies are ready to battle rival villains and save the world from evil. There are 3 Power Rangers Samurai Squinkies series to collect from, for a total of 36 characters! Each Squinkies Power Rangers bubble pack features 12 exclusive Power Rangers and villains, and will be available nationwide at major retailers.

"We are excited to introduce the new collection of Squinkies based on Saban's Power Rangers Samurai Rangers and villains," said Elie Dekel, President of Saban Brands. "The Power Rangers Squinkies provide another fun way for children to collect their favorite ranger Squinkies with the excitement of three surprise characters in each 12 piece Bubble Pack set. Go Go Samurai!"

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 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 Squinkies®

Since its launch in 2010, Squinkies continues to take the world by storm and continues to be the "white-hot" must-have collectible toy. . The BIG news this year is that the one-inch world of Squinkies just got a whole lot BIGGER with the introduction of Squinkies BOYS! Squinkies BOYS offer a world of imaginative fun! With hundreds of Squinkies BOYS figures to collect, trade and share – as well as an ever expanding assortment of play accessories, Squinkies BOYS offer kids a classic play pattern with timeless appeal that's relevant for today's kids. Squinkies BOYS – Compete. Combat. Collect.

Squinkies are 1" squishy, squashy collectible toys that each come in their very own bubble container. The licensed character Squinkies are sold in packs of 12 Squinkies in bubbles on a blister card for \$9.99 Three new Bubble packs per launch means that consumers can find at least 36 different characters per license at retail at any given time. This product strategy allows Squinkies to introduce some harder to find, unique/rare characters from different episodes – which is a huge bonus to collectors.

About Blip® Toys

Established in 2000 and headquartered in Minnetonka, Minnesota, Blip Toys is a fast-reacting, trend-driven global marketer of high-volume toy concepts. The company is focused on developing innovative new products that appeal to both boys and girls. Blip is passionate about the conception and execution of high quality toys offered at a great value. Blip Toys current product line includes the hugely popular Squinkies brand of collectable characters, Whimzy Pets, Zubber, Hair Balls, Zoom-O, Friends Boutique, and other popular toys for today's kids. The company also produces toy products under the following licenses: Disney®, Barbie®, Hot Wheels®, Marvel®, Nickelodeon®, Power Rangers®, Simpson's®, DC Comics® and Hello Kitty® brands. Visit Blip Toys at www.bliptoys.com. Squinkies® is a trademark of Blip LLC. ©Blip Toys, LLC 2012. All rights reserved.

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