



SABAN BRINGS “*POWER RANGERS*” FRANCHISE TO NICKELODEON

**Eighteenth Season of *Power Rangers* to Air on Nickelodeon and Nicktoons in 2011;
700-Episode Library Bows on Nicktoons in 2010**

NEW YORK, May 13, 2010 – Nickelodeon, the number-one entertainment brand for kids, and SCG Power Rangers LLC, an affiliate of Saban Brands, have partnered to make Nick the U.S. television platform for *Power Rangers*, the long-running kids’ TV phenomenon now heading into its 18th television season. The partnership marks the return of the global franchise to its original developer, Haim Saban, who developed and produced the original “*Mighty Morphin Power Rangers*” series in 1993. Financial terms of the deal were not disclosed.

“We are truly excited to be partners with Haim Saban and his team,” said Cyma Zarghami, President, Nickelodeon/MTVN Kids and Family Group. “As one of the original leaders in kids’ television he helped to create powerful brand equity for *Power Rangers* and with partnerships like this Nickelodeon will be able to build a broader audience, superserve multiple demos, especially boys, and expand our programming offerings.”

“We are delighted to be partnering with Nickelodeon to bring the ever-popular *Power Rangers* to a whole new generation of viewers,” said Haim Saban, the original developer of *Power Rangers*. “With Nickelodeon’s reach we are at the beginning of a new era for one of the world’s leading children’s entertainment properties.”

“The Saban Brands team is looking forward to collaborating with the experts at Nick to re-launch and propel the new *Power Rangers* like never before,” said Elie Dekel, President of Saban Brands.

The deal brings the forthcoming 18th season (20 new episodes) of *Power Rangers* to Nickelodeon and Nicktoons in 2011, with the catalog of 700 episodes launching on Nicktoons later this year.

Produced by SCG Power Rangers LLC, *Power Rangers* will commence production in summer 2010 with original Executive Producer Jonathan Tzachor back at the helm and a new cast, look and theme for the show. 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 and translated into numerous languages. It rose to rank as the #1 boys brand in the world from 1993-97, based on toy sales and television ratings.

Concurrent with the acquisition of the *Power Rangers* franchise, Saban Brands has announced a new, long-term master toy and video game license agreement with Bandai America Incorporated, a subsidiary of Namco Bandai Holdings (USA) Inc., which has been the toy partner for *Power Rangers*

since its inception. Saban Brands will manage the *Power Rangers* brand worldwide including licensing, merchandising, consumer promotions and brand extensions.

About Saban Capital Group, Inc.

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). The firm formed the Saban Ventures subsidiary in 2008 to make early-stage investments in digital media, mobile and consumer internet endeavors and in 2010 formed Saban Brands LLC, a subsidiary to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally. 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](http://www.saban.com) <<http://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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