



SABAN BRANDS ANNOUNCES NEW EXECUTIVE APPOINTMENTS

Industry Veterans Nina Leong, David Shuman, Rami Yanni and Kirk Bloomgarden Join Recently Formed Global Intellectual Property Company

LAS VEGAS (June 7, 2010) – Saban Brands LLC has added four senior executives to its management team, it was announced today by Elie Dekel, president of Saban Brands.

Nina Leong will serve as Senior Vice President, Licensing and will be responsible for overseeing all current licensed products and programs, as well as developing partnerships with new licensees on behalf of the company's properties. David Shuman has joined as Vice President of Finance, overseeing all finance and accounting functions related to Saban Brands across all Intellectual Property investments, including oversight of the television and movie production entities. Rami Yanni has been named Senior Vice President of Business and Legal Affairs and will be responsible for all contractual, intellectual property and compliance matters for Saban Brands. Kirk Bloomgarden has been appointed Senior Vice President of International Licensing and will oversee the expansion of overseas business.

“We are thrilled to be adding four individuals with such exceptional experience in their fields to our team and feel confident in their abilities to enhance our business operations and drive Saban Brands’ ongoing success,” said Dekel.

Leong has over 20 years of experience in new business development, licensing, marketing, retail, merchandising, entertainment and brand development. During her 11 year tenure at Disney's Consumer Products division, as Vice President of Retail Development and Vice President of Licensing, Leong was instrumental in building the Mickey Mouse character franchise into a \$1.3 billion business. She also oversaw retail business development for brands such as Disney Films, Winnie the Pooh, and ESPN.

Leong previously served as Executive Vice President of Consumer Products for The Firm, where she drove the launch of the Pony footwear brand, and managed licensing for The

Firm's celebrity clients. Prior to joining The Firm, Leong was Executive Vice President of Cherokee Group, Inc. and Ocean Pacific Apparel Corp., and where she led brand development and licensing. Leong has also worked as a consultant specializing in developing and implementing licensing programs for brands that include ESPN, X Games, MiGi and she was the licensing expert for the launch of Britney Spears' "Curious" fragrance for Brand Sense Partners.

Shuman has over 15 years of experience in finance and operations, and has held executive positions with a wide range of global, multi-billion dollar companies. Shuman previously served as Executive Vice President of Finance for the North American divisions of Live Nation as well as Senior Vice President of Development and Planning for the multi-billion dollar live event producer and venue owner. During his tenure Shuman managed all finance, accounting, and business development for North American operations in addition to helping to guide strategic planning and decision making. He also led the team responsible for due diligence of Live Nation's purchase of House of Blues and oversaw the team that integrated the acquisition.

Previously, Shuman spent four years at Fox Family Worldwide where he was Vice President of Finance, managing the budget, forecasting and variance analysis for the entertainment giant. He also oversaw all aspects of financial planning and was responsible for the creation, development and implementation of strategic plans for short- and long-term revenue growth across many different divisions.

Yanni is an attorney with over 17 years of experience in intellectual property transactions and licensing. Over the course of his career, Yanni has negotiated numerous license, distribution and purchase and sale agreements for clients from a wide range of industries, including motion picture, television, music, e-commerce, apparel, cosmetics, consumer products, food and beverage products, software, toys and sporting goods, and has represented major motion picture studios in copyright and trademark matters. Yanni has also published numerous articles on U.S. trademark law in trade and consumer publications.

Yanni previously chaired the Trademark Practice Group at Greenberg Glusker in Los Angeles. Prior to that, he was a partner in the intellectual property group at McDermott Will and Emery.

Bloomgarden has nearly 20 years of experience and most recently served as Executive Vice President of Worldwide Consumer Products and Marketing for Cookie Jar Entertainment where he managed and led Copyright Promotions Licensing Group's (CPLG) expanding global staff of 125 with offices in 11 countries. He successfully managed two acquisitions and integrations of CPLG within a two year period and negotiated and secured new global business resulting in revenue growth and expansion of fully owned subsidiary offices.

Prior to Cookie Jar, Bloomgarden served as an Executive Vice President of Global Sales for DIC Entertainment (which was acquired by Cookie Jar in 2008). His responsibilities were similar to those at Cookie Jar, but also included overseeing global television sales.

Before Cookie Jar, Bloomgarden was Chief Executive Officer of CPLG in London for eight years and was responsible for the overall management and strategic direction of the company. He managed overall group P&L, led new business development and green-lit new acquisitions.

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). 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 acquires and develops world-class intellectual properties and brands, capitalizing on the company's experience, track record and capabilities in growing and monetizing consumer brands. Saban Brands applies a strategic transmedia management and licensing approach to enhance and extend its brands globally. 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 Brand extensions.

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