



## Saban Brands and Fisher-Price Announce New Innovative *Mighty Morphin Power Rangers* Imaginext® Product Line for Preschoolers

Los Angeles, CA (February 17, 2015) – [Saban Brands](#) and Fisher-Price today announced a new line of Imaginext products, inspired by the iconic *Mighty Morphin Power Rangers*, for preschool-aged children coming to market summer 2015. The new toy line will include a range of figures, villains, weapons, Zords and a giant Megazord with multiple levels of play and 8 points of articulation. This epic Megazord also features a disc launcher, Ranger elevator, Command Center and villain jail, all in one toy. All products will be available exclusively at Toys “R” Us stores nationwide beginning May 2015, followed by a global rollout to additional retailers later in the year.

“Over the past two decades, the Power Rangers have proven to be a favorite in the hearts and imaginations of kids of all ages,” said Elie Dekel, President of Saban Brands. “We are excited to bring the Power Rangers franchise to a preschool audience for the first time ever with the Imaginext brand. Fisher-Price truly understands the essence of immersive play for preschoolers and will bring the Power Rangers to life in a whole new way with this new innovative product line.”

“Saban’s Power Rangers has proven to be a powerhouse brand and kid-favorite for more than 20 years,” said Steve LaBella, SVP of Marketing, Fisher-Price Preschool. “Today’s parents actually grew up with the brand, and now we get to tap into *Mighty Morphin Power Rangers* nostalgia and debut an all-new Imaginext product line for this generation of preschoolers.”

### The 2015 *Mighty Morphin Power Rangers* Imaginext product line will include:

- **Power Ranger Figure Pack Assortment:** Add might to every Power Rangers battle with the *Mighty Morphin Power Rangers* figure packs. Young fans will love using these figures to re-enact scenes from their favorite TV show and movies, or creating new adventures of their own. Collect all the Rangers and combine their weapons to form the Power Blaster! Four packs available. MSRP, \$7.49.
- **Zords Assortment:** Reenact *Mighty Morphin Power Rangers* battle scenes from the TV show or movies. Choose from three pairs of Rangers and their Zords. When it’s time to battle, kids can use the Power Pad disc to activate the Zord! MSRP \$14.99.
- **Battle Assortment:** It’s up to young imaginations to figure out how the *Mighty Morphin Power Rangers* will defeat villains in the battle of the Red Ranger & T-Rex Zord and Goldar & Rita Repulsa (sold separately). Protect the earth with the Dinozord from Rita Repulsa and Goldar’s evil forces. Turn the Imaginext Power Pads to activate battle features in both sets. The battle is sure to be phenomenal! MSRP \$24.99.
- **Morphin Megazord:** Unleash the fire power of the Imaginext® Morphin Megazord on Power Rangers villains like the Putty Patrol! Use an Imaginext interactive Power Pad to transform the Megazord, opening his chest, lighting up his eyes, and “morphing” his knee into cannon. Under attack? Push buttons to fire Power Missiles. The adventure continues on back, with a jail cell, a place to meet with Zordon, an elevator – and lots of levels and platforms for figures to stand on. Kids can even place a figure in the Megazord’s head! With so much to do, imagine the adventures your little fans will create (or recreate) for their favorite Power Rangers characters and villains. MSRP \$59.99.

The Power Rangers franchise is helmed by Haim Saban, who created and produced the original *Mighty Morphin Power Rangers* series in 1993. For more information on Power Rangers, please visit [www.powerrangers.com](http://www.powerrangers.com) and follow the brand on [Facebook](#), [Twitter](#), [Instagram](#), [Tumblr](#) and [YouTube](#).

### **About Saban's Power Rangers**

Saban's Power Rangers franchise is the brainchild of Haim Saban, creator and producer of the original *Mighty Morphin Power Rangers* hit series that launched in 1993. Following its introduction, *Power Rangers* quickly became the most-watched children's television program in the United States and remains one of the top-rated and longest running kids live-action series in television history. The series follows the adventures of a group of ordinary teens who "morph" into superheroes and save the world from evil. It is seen in more than 150 markets, translated into numerous languages and a favorite on many key international children's programming blocks around the world. For more information, visit [www.powerrangers.com](http://www.powerrangers.com)

### **About Saban Brands**

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties in the entertainment and lifestyle sectors. SB applies a global 360-degree management approach to growing and monetizing its brands through content, media, marketing, distribution, licensing and retail to markets worldwide and consumers of all ages. Saban Brands Entertainment Group (SBEG) aims to continuously develop innovative branded content that resonates with consumers across all media platforms. SBEG's growing entertainment portfolio of brands includes *Power Rangers*, *Julius Jr.*, *Popples*, *Luna Petunia*, *Emojiville* and others in development. Saban Brands Lifestyle Group (SBLG) was established to drive major expansion within the company's diverse portfolio of fashion and lifestyle properties. SBLG's portfolio currently includes *Paul Frank*, *Macbeth* and *Mambo*. SB operates a global network of offices in Los Angeles, New York, London and Sydney. For more information, visit [www.sabanbrands.com](http://www.sabanbrands.com).

### **About Fisher-Price**

In 1931, Herman Fisher and Irving Price embarked on a journey to change the toy industry. Their goal: creating playthings that inspire a child's development. More than 80 years later, Fisher-Price remains deeply rooted in the belief that play is the way children learn best. Understanding the importance of play in building a child's skills is the fundamental principle, as the company strives to enrich the lives of families with young children around the globe. United by the passion for a child's safe care and development at each age and stage, the people of Fisher-Price work tirelessly to support the hopes and dreams of families and bring them the best toys and baby products in the world. Some of the company's best-known brands include Laugh & Learn®, Little People®, Power Wheels®, and Imaginext®, and it's also a leading developer of character-based toys for children's programming such as Thomas & Friends™, Dora and Friends: Into the City!, and Jake and the Never Land Pirates. Fisher-Price is a subsidiary of Mattel, Inc. (NASDAQ:MAT). For more information, visit [www.fisher-price.com](http://www.fisher-price.com) or [www.fisher-price.ca](http://www.fisher-price.ca), and connect with Fisher-Price on Instagram, YouTube, Facebook, Twitter or Pinterest.

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