



## Saban Brands and Bendon, Inc. Announce New Power Rangers Dino Charge Coloring and Activity Product Line

Los Angeles, CA (February 16, 2015) – [Saban Brands](#) today announced a partnership with leading designer and producer of children’s coloring and activity products in the U.S., [Bendon, Inc.](#), for a new [Power Rangers Dino Charge](#) product line of premium coloring and activity books, stickers, puzzles and more. Bendon will launch the new products, ranging from \$1 to \$5.99, beginning this month across multiple retailers including Hobby Lobby, Rite Aid and Dollar Tree.

“Bendon has an extensive line of quality products across many licensed brands and we’re excited to partner with them on an innovative new product line based on our *Power Rangers Dino Charge* series,” said Elie Dekel, President of Saban Brands. “Young fans will now be able to POWER UP their creative playtime and experience Power Rangers in a unique way with these new action-packed coloring and activity products.”

### The Power Rangers Dino Charge product line will include:

- Coloring and activity books: with additional items including stickers, markers, etc.
- Imagine Ink: mess-free invisible ink markers
- Activity boxes: including coloring books, crayons, stickers and more
- Jigsaw and tray puzzles
- Calendars

Saban’s *Power Rangers Dino Charge*, the newest season of the iconic Power Rangers franchise, premiered on Feb. 7 on Nickelodeon in the U.S. and will roll out globally later this year. This dino-fueled season introduced an all-new team of Rangers, plus villains, monsters, Zords, Megazords and much more! For more information on *Power Rangers Dino Charge*, 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 Dino Charge

*Power Rangers Dino Charge* is the current season of Saban’s iconic Power Rangers series, one of the top-rated and longest running kids live-action series on television. The new season, which airs Saturdays at 12 p.m. (ET/PT) on Nickelodeon in the U.S., delivers action, humor, excitement and entertainment, in addition to the core themes of friendship, teamwork, fitness and helping others. *Power Rangers Dino Charge* introduces all-new villains, monsters, Zords and Megazords. The Power Rangers franchise is helmed by Haim Saban, who created and produced the original *Mighty Morphin Power Rangers* series in 1993. SCG Power Rangers LLC, which licenses and merchandises the Power Rangers brand, is an affiliate of Saban Brands. For more information, visit [www.powerrangers.com](http://www.powerrangers.com).

### About Bendon, Inc.

Founded in 2001, Bendon Inc. has grown from a children’s publishing company focused on coloring and activity titles to a consumer products company spanning multiple categories in children’s play and education. Through innovative design and strategic partnerships with powerhouse licensors including Disney, Hasbro, Mattel, Crayola, Sanrio and Nickelodeon, Bendon has developed into an industry leader – Supplying product to more

than 81,000 retail outlets worldwide and rapidly expanding their offerings in the toy and craft arena. For more information, visit [www.bendonpub.com](http://www.bendonpub.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).

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