



Saban Brands and Nickelodeon Announce Extension of Power Rangers Broadcast Partnership through 2021

Los Angeles, CA – February 12, 2018 – Saban Brands and Nickelodeon today announced the continuation of their longtime partnership, with Nickelodeon to serve as the official broadcaster for Saban’s *Power Rangers* television series in the U.S. through 2021.

“Saban’s Power Rangers has been on the air for 25 continuous seasons and we are thrilled to extend our long-standing and collaborative partnership with Nickelodeon through 2021 to continue to deliver action-packed adventures to a new generation of kids,” said Janet Hsu, Chief Executive Officer of Saban Brands. “We are excited for the year ahead and what’s to come for the Power Rangers franchise.”

Pam Kaufman, Chief Marketing Officer and President of Consumer Products, Nickelodeon Group added: “Saban Brands has been a leader in kids’ entertainment since its inception and we look forward to continuing our strong relationship by bringing fans more Power Rangers on Nickelodeon in the coming years.”

In 2018, the Power Rangers celebrate 25 continuous years on the air, making it one of the longest running series in television history with nearly 900 episodes aired to date. Created by Haim Saban and launched in 1993 with *Mighty Morphin Power Rangers*, the franchise celebrates its milestone anniversary year with the 25th season, “Power Rangers Super Ninja Steel” currently airing on Saturdays at 12 p.m. (ET/PT) on Nickelodeon in the U.S.

The *Saban’s Power Rangers* television series and subsequent movies, including the 2017 feature film with Lionsgate, follows the adventures of a group of ordinary teens who morph into superheroes and save the world from evil. The TV show airs in 150 markets around the world and is translated into numerous languages. As a top-ranked action brand for decades with more than 150 licensees globally, Saban Brands is commemorating Power Rangers’ landmark 25th year with year-long consumer events, promotions and partnerships.

For more information on Power Rangers, please visit www.powerrangers.com and follow the brand on [Facebook](#), [Twitter](#), [Instagram](#), RangerNation.com and [YouTube](#). To watch full episodes go to Nick.com and the Nick app.

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 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, currently in its 25th season, 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.

About Saban Brands

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands acquires, develops and manages a world-class portfolio of entertainment properties. Saban Brands applies a global 360-degree management approach to growing and monetizing its brands through content, digital, marketing, distribution, licensing and retail in markets worldwide. Saban Brands' growing entertainment portfolio of brands includes Power Rangers, Rainbow Butterfly Unicorn Kitty, Paul Frank, Popples, Glitter Force, Cirque du Soleil Junior – Luna Petunia and La Banda, amongst many others. Saban Brands is headquartered in Los Angeles with a global network of offices. For more information, visit www.sabanbrands.com.

About Nickelodeon

Nickelodeon, now in its 38th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated kids' basic cable network for 22 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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