



## **Saban Brands Partners with Planeta Junior to Expand Global Licensing Program for Power Rangers Franchise**

*Additionally, Saban's Power Rangers Television Series to Debut on Clan TV in Spain this Fall*

**Los Angeles, CA (October 13, 2015)** – [Saban Brands](#) announced today the appointment of Planeta Junior to serve as the licensing agent for [Saban's Power Rangers](#) franchise in territories including Spain, Italy, Greece, Turkey, Portugal, Cyprus and parts of Eastern Europe. Planeta Junior will work closely with Saban Brands and Bandai, global master toy licensee, to promote licensing opportunities across all categories and implement a strategy to further introduce the brand in key new territories. In addition, distribution of Saban's *Power Rangers* television series will also expand with *Power Rangers Super Megaforce* premiering this fall on Clan TV, the #1 kids channel in Spain, followed by the newest season, *Power Rangers Dino Charge*, debuting in Spring 2016.

"As we continue to grow the Power Rangers franchise on a global scale, we look for strategic partnerships to help elevate and bring new opportunities to this evergreen property," said Gustavo Antonioni, Managing Director, Consumer Products EMEA at Saban Brands. "Planeta Junior is the perfect partner to help reach new Power Rangers fans and will be a vital piece in expanding our licensing business in these key markets."

"Saban's Power Rangers is a successful globally-recognized brand and we want to be a part of this iconic pop culture phenomenon," said Diego Ibanez, International Commercial Director for Planeta Junior. "We see huge potential for expanding the current Power Rangers consumer products program and are proud to help bring it to life in exciting new ways."

Planeta Junior is a leading company in Europe in the field of children, teenagers and family entertainment. The company specializes in the creation of content and IPs and the management of entertainment properties from an international perspective, developing digital media and consumer product strategies.

For more information on Saban's Power Rangers, please visit [www.powerrangers.com](http://www.powerrangers.com) and follow the brand on [YouTube](#), [Facebook](#), [Twitter](#), [Instagram](#), [Tumblr](#) and [Pinterest](#).

### **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) acquires and develops 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) develops innovative branded content that resonates with consumers across all media platforms. SBEG's growing entertainment portfolio of brands includes *Power Rangers*, *Julius Jr.*, *Popples*, *Cirque du Soleil – Luna Petunia*, *La Banda*, *Emojiville* (working title) and others in development. Saban Brands Lifestyle Group (SBLG) drives major expansion within the company's diverse portfolio of fashion and lifestyle properties. SBLG's portfolio currently includes *Paul Frank*, *Macbeth*, *Mambo* and *Piping Hot*. 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 Planeta Junior**

Planeta Junior is a Grupo Planeta and De Agostini company and one of Europe's leading companies providing entertainment for pre-school, children and family audiences. It focuses on producing and distributing animated series and the rights derived from these IP's. The company has offices in Spain, Portugal, France, Italy, Greece, Turkey and Eastern Europe. Since February 2014, Planeta Junior manages TV rights, licenses and promotions for DreamWorks Animation. Planeta Junior also continues to invest in its own production, this year featuring series like *Mutant Busters*, *Bubble Bip*, *Oliver Rock*, *Heidi*, *Egyxos* and *Sendokai Champions* among others. Find out more at [www.planeta-junior.com](http://www.planeta-junior.com).

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