



**SABAN BRANDS AND CIRQUE DU SOLEIL MÉDIA ANNOUNCE FUNRISE
AS THE GLOBAL MASTER TOY LICENSEE FOR PRESCHOOL PROPERTY,
CIRQUE DU SOLEIL JUNIOR™ – LUNA PETUNIA**

PLAYROOMS AROUND THE WORLD ARE ABOUT TO GET A LOT MORE WHIMSICAL!

Los Angeles (June 21, 2016) – Saban Brands and Cirque du Soleil Média announced today that Funrise Toy Corporation, an industry leader in the innovation of some of the most popular children’s products, will be the global master licensee for its new animated preschool property, Cirque du Soleil Junior™ – Luna Petunia. The much-anticipated “Cirque du Soleil Junior – Luna Petunia” Netflix original series for kids will premiere in late 2016 exclusively for Netflix subscribers worldwide. A full range of preschool toys will then hit the U.S. retail market in fall 2017, with categories including dolls, accessories, playsets and bubble machines as well as plush, role play, dress up and more.

“We’re excited to have Funrise on board as the master toy partner for Cirque du Soleil Junior – Luna Petunia and, as experts in the toy space, they will no doubt create an innovative toy line to accompany this groundbreaking new series,” said Janet Hsu, chief executive officer of Saban Brands.

Inspired by the creativity and artistry of the Cirque du Soleil brand, the new series chronicles the adventures of a girl named Luna Petunia who lives in the real world, but plays in the fantastical land of Amazia. In the series, Luna will learn how to make the impossible possible, teaching preschoolers the importance of believing in themselves and all of the wondrous things they can do.

“Cirque du Soleil Junior- Luna Petunia will inspire kids to see the world with unlimited possibilities. We trust that Funrise will elevate the franchise and create an imaginative toy line that will encourage wonder and foster creative exploration,” said Jacques Méthé, president of Cirque du Soleil Média.

Funrise will take curriculum and inspirations from the screen to the playroom as they bring to life the beautifully artistic Amazia and its whimsical cast of characters.

“We are thrilled to partner with Saban Brands and Cirque du Soleil Média on such a magical and playful new series,” said King Cheng, chief executive officer of Funrise. “We know imaginations will instantly be ignited once the new ‘Cirque du Soleil Junior – Luna Petunia’ series premieres, and we can’t wait to debut the new toy line to help inspire kids to create their very own imaginative adventures.”

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About Cirque du Soleil Junior™ – Luna Petunia

Developed in partnership by Saban Brands and Cirque du Soleil Média, Cirque du Soleil Junior – Luna Petunia is an all-new original preschool property, which will debut as a Netflix original series for kids in late 2016. Inspired by the wondrous worlds of the Cirque du Soleil brand, the groundbreaking new series will chronicle the adventures of a little girl named Luna Petunia who lives in the real world, but plays in the fantastical land of Amazia where she

learns how to make the impossible possible, teaching young viewers the importance of believing in themselves and all of the wondrous things the mind and body can do. For more information, visit www.sabanbrands.com.

About Funrise

Founded in 1987, Funrise is an adventurous innovator and an industry leader in the manufacturing and distribution of the most popular children's toys. Simply put...we create fun! Funrise is the manufacturer of leading power brands such as TONKA®, My Little Pony®, Stackins®, Baby Alive®, Gazillion Bubbles®, Booger Balls, Sing-a-ma-Lings and Shelcore's line of pre-school toys, making their product offerings diverse and full of fun for kids of all ages! Funrise Toy Corporation is a wholly-owned subsidiary of Matrix Holdings Limited. Funrise U.S. headquarters are located in Van Nuys, CA, with an office in Hong Kong, and additional showrooms in Minneapolis, Bentonville, United Kingdom and Australia. For more information, visit www.funrise.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, Popples, Glitter Force, Cirque du Soleil Junior – Luna Petunia, La Banda 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, London and Sydney. For more information, visit www.sabanbrands.com.

About Cirque du Soleil Média

Cirque du Soleil Média is a long-term joint venture between Cirque du Soleil and Bell Média with a mission to develop new and original media content specifically for television, film, digital, and gaming platforms. Headquartered in Montréal, the company develops entertainment projects for sale and licensing around the world, leveraging Cirque du Soleil's creative resources and infrastructure with Bell Média's production experience, media platforms, and diverse distribution capabilities.

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