



Global *Power Rangers* Franchise Returns To Original Developer As Saban Announces Acquisition From Disney

Newly Established Saban Brands To Manage And License Property

Bandai America Incorporated Named as Master Toy & Video Game Licensee

LOS ANGELES, CA. (May 13, 2010) – Saban Capital Group, Inc., in cooperation with Toei Company Ltd., the original Japanese creator of the *Power Rangers* television show, announced today that it has acquired the *Power Rangers* property from certain subsidiaries of The Walt Disney Company. The acquisition represents the return of the global franchise to its original developer, Haim Saban, who introduced the first *Power Rangers* series in 1993. The acquisition includes worldwide rights to the brand as well as over 700 episodes produced over 17 years. Broadcast partners will be announced in the near future.

Power Rangers marks the first property for Saban Brands, the recently formed subsidiary of Saban Capital Group, Inc., which was created to manage and license entertainment properties and consumer brands across media and consumer platforms throughout the world. Concurrent with the acquisition of the *Power Rangers* franchise, Saban Brands has announced a new, long-term master toy and video game license agreement with Bandai America Incorporated, a subsidiary of Namco Bandai Holdings (USA) Inc., which has been the toy partner for *Power Rangers* since its inception.

“*Power Rangers* is one of the world’s leading children’s entertainment properties and we are delighted to see its return,” said Haim Saban, chairman and chief executive officer, Saban Capital Group, Inc. “We are also very proud and excited to renew our long-standing partnership with Namco/Bandai and know that this powerful combination of experience and capabilities will continue to support the global success of *Power Rangers*.”

Following its introduction in 1993 on the Fox Kids Network, *Power Rangers* quickly became the most watched children’s television program in the United States. Emphasizing the importance of teamwork, responsibility and helping others, *Power Rangers* followed the always exciting and often humorous adventures of a group of ordinary young people who “morphed” into superheroes. The series has been translated into numerous languages and rose to become the #1 boys brand in the world from 1993-97, based on toy sales and television ratings. Disney acquired the franchise in

2001 as part of its purchase of Fox Family Worldwide, which included Saban Entertainment and its library of children's programs. To date, *Power Rangers* has aired in over 60 countries and the property's licensed products and promotions have generated well over \$5 billion in retail sales worldwide.

"I am confident that the talented management team at Saban Brands will expand our licensing partnerships and capitalize on the significant growth potential of this powerful brand," said Haim Saban.

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About Saban Brands

Formed in 2010 as a subsidiary of Saban Capital, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties and capitalize on the company's experience, track record and capabilities in growing and monetizing consumer brands. SB applies a strategic management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions. SB is led by a superior management team with decades of experience in licensing, marketing and finance. The company will be exhibiting at Licensing International Expo in Las Vegas, June 8-10, 2010.

About Saban Capital Group

Saban Capital Group is a leading private investment firm based in Los Angeles specializing in the media, entertainment and communications industries. Through its private equity activities, the firm makes both controlling and minority investments in public and private companies. The firm looks to drive growth, profitability and significant shareholder value of its investments through its solid track record and a unique blend of hands-on operating success with private equity investment expertise. SCG takes an active role in its portfolio companies in partnership with strong management.

SCG's current private equity investments include Univision (the premier Spanish-language media company in the US) and Tiger Gate Entertainment (a joint venture with Lionsgate to operate branded pay television channels across Asia). The firm formed Saban Ventures in 2008 to make early-stage investments in digital media, mobile and consumer internet endeavors. In addition, SCG actively manages a globally diversified portfolio of investments across public equities, credit, alternative investments, and real property assets. The firm partners with best-of-class investment managers to develop long term strategic relationships. SCG was established in 2001 by Haim Saban, founder of Fox Family Worldwide owned in partnership with The News Corporation until its sale to The Walt Disney Company in October 2001.

About Bandai America Incorporated

A leader in developing engaging, quality toys that capture children's imaginative spirit and provide endless "Fun For The Future," Bandai America Incorporated is the manufacturer and master toy licensee of some of the most popular brands in children's toys and interactive entertainment today. The Bandai America brand family includes Power Rangers®, Ben 10™, Harumika®, Tamagotchi®, Pocoyo™ and Teeny Little Families™ among other boys, girls, pre-school and hobby product lines. Bandai America Incorporated is a subsidiary of NAMCO BANDAI Holdings (USA) Inc., an entity that resulted from the integration of Namco Ltd. and Bandai Co. Ltd. of Japan. Global interests encompass four strategic business units: toys and hobby, amusement facilities, game contents & visual and music content. The company is headquartered in Cypress,

California. Find out more about our expertise in connecting with kids in fun and fresh ways at www.Bandai.com.

About Toei

Toei is a leading, diversified entertainment company in Japan and one of Japan's top producers of films and television programs. Toei has been a pioneer in the use of character transformation and martial-arts across its library of shows, most notably with the *Super Sentai (Power Rangers)* series, which has been a hit in Japan for over 35 years, and the *Kamen Rider (Masked Rider)* series. In addition to its film and television production activities, Toei owns and operates more than 200 movie theaters in Japan and has interests in hotels, real estate and TV broadcasting. Toei was founded in 1949 and is headquartered in Tokyo.

Contact:

Shawna Lynch / Corina Galdamez

Bender/Helper Impact

(310) 473-4147

Shawna_Lynch@bhimpact.com

corina_galdamez@bhimpact.com