

FOR IMMEDIATE RELEASE

Saban Brands Partners with The CW to Launch Five-Hour Kids Television Block

National broadcast and online footprint connects and entertains kids with action/adventure and comedy programming

Los Angeles (July 2, 2012) – Kidsco Media Ventures LLC, an affiliate of Saban Brands, will supply programming for The CW Network’s five-hour, Saturday morning kids television block, allowing the company to create a revitalized and branded block with powerful programming and promotion. The block will be anchored by key franchises such as Power Rangers and Yu-Gi-Oh!, in addition to other marquee, soon-to-be-announced action/adventure and comedy shows. The company plans to re-brand the daypart, which will air on The CW Saturday mornings from 7 a.m. –12 p.m. starting this fall.

“Saban Brands is back in the kids’ television business in a BIG way!” said Elie Dekel, President, Saban Brands. “The broadcasting block represents a unique opportunity for us to be the premier destination for action/adventure and comedy on Saturday mornings, while delivering what kids want online and on mobile 24/7/365.”

The new block will provide the company’s programming, brands, and marketing initiatives with access to 110 million households – a truly national audience, reaching 10 million more homes than anything delivered through cable. Furthermore, with the broadcast entity comes a passionate and dedicated online audience of kids, thereby providing an additional platform on which to connect with fans and viewers. A robust new website will also be launching, providing exciting content and activities that will keep kids engaged 24/7/365.

“We are very excited to partner with Haim Saban and Saban Brands, an individual and a company with a celebrated history of creating and distributing world-class children’s programming,” said John Maatta, Chief Operating Officer, The CW. “The association

with Saban and the programming and marketing they will bring to us will be a great asset for The CW and its affiliates on Saturday mornings.”

This new partnership with The CW continues Saban Brands’ dramatic growth since reacquiring the Power Rangers property in 2010. About to celebrate its 20th season, Power Rangers is the brainchild of Haim Saban.

About Saban Brands

Formed in 2010, 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 through content, media and marketing. SB applies a strategic transmedia 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 media, content creation, branding, licensing, marketing and finance. For more information, visit www.sabanbrands.com

About The CW

The CW Network was formed as a joint venture between Warner Bros. Entertainment and CBS Corporation in 2006. The CW is America’s fifth broadcast network, targeting young adult viewers, specifically young women, 18–34. The CW offers a five-night, 10-hour primetime lineup of original programming that runs Monday through Friday; a one-hour weekday afternoon block; and a five-hour Saturday morning animation block that delivers a total of 20 hours of programming a week over six days.

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