

**NICKELODEON PRESENTS NEXT GENERATION OF ICONIC
POWER RANGERS FRANCHISE, *POWER RANGERS SAMURAI*,
PREMIERING MONDAY, FEB. 7, AT 8 PM**

All-New Series from Saban Brands Features New Cast and Amped-Up Special Effects

(Artwork available upon request)

LOS ANGELES, Jan. 12, 2011 – [Nickelodeon](#), the number-one entertainment brand for kids, introduces a new generation of kids to the legendary Power Rangers franchise with the prime-time premiere of *Power Rangers Samurai*, on Monday, Feb. 7, at 8:00 p.m. (ET/PT). Combining comedy with action-filled storylines, the all-new half-hour series features a new cast of Rangers and never-before-seen villains, as well as high-octane action, martial arts and advanced special effects. From SCG Power Rangers LLC, an affiliate of Saban Brands, the long-running hit kids' TV phenomenon, now heading into its 19th season, is helmed by Haim Saban, who created and produced the original "Mighty Morphin Power Rangers" series in 1993. Following the premiere, the show will air regularly Sundays at noon (ET/PT) on Nickelodeon, with encores Saturdays at noon on Nickelodeon and Fridays from 8-9 p.m. (ET) on Nicktoons.

"We are very excited to introduce this fun and iconic property, which has spanned over two decades, to a whole new generation of kids," said Pete Danielsen, Executive Vice President, Programming, Nickelodeon/MTVN Kids and Family Group. "This new season of *Power Ranger Samurai* will feature all new heroes, villains and special effects while keeping the core messages of friendship, teamwork, and empowerment that the series has always exhibited."

"We are so excited to ring in a new era of Power Rangers, the world's most successful kids action series," said Elie Dekel, President of Saban Brands, "and Nickelodeon is the perfect place to introduce these iconic heroes to a whole new generation of fans."

Power Rangers Samurai follows a new generation of five Rangers who must master the ancient Samurai Symbols of Power which give them control over the elements of Fire, Water, Sky, Forest and Earth. Under the guidance of their all-knowing Samurai mentor, Ji, and with the aid of their devoted animal Zords (Lion, Dragon, Ape, Turtle and Bear), they battle to save Earth from the dark forces of the Netherworld led by the evil Master Xandred.

The Samurai Power Rangers are: Jayden (Alex Heartman), the Red Ranger and the team's leader; Mia (Erika Fong), the Pink Ranger who is the confident and caring "big sister" of the Rangers; Kevin (Najee De-Tiege), the Blue Ranger, is a great swordsman who lives by the code of the Rangers; Emily (Brittany Pirtle), the Yellow Ranger, is the youngest but most optimistic of the group; and Mike (Hector David), the Green Ranger, who is a bit of a rebel and would rather be destroying video monsters than real ones.

In the action-packed premiere episode, "The Team Unites," after Mike can't anticipate an attack like Kevin and Jayden, he grows frustrated, and takes a break from training to meet up with old friends. But when a long-armed monster named Rofer attacks, Mike unsuccessfully attempts to fight him alone, and his friends are injured. Jayden and Mentor explain the hard truth that Samurai Rangers must stay away from family and friends in order to protect them from the dangers that are involved with being a Ranger. Inspired, Mike begins to take his role and training as a Samurai Ranger more seriously. With Jayden's help, Mike uses his training and creativity to anticipate Rofer's moves and defeats him.

The premiere of *Power Rangers Samurai* will simulcast in full on Nick Mobile, and post-premiere, a dedicated show category will be available through Nickelodeon's video-on-demand partners. In support of the show launch, Nick.com will feature a new *Power Rangers Samurai*-themed Game of the Week beginning Thursday, Feb. 3, where players battle villains as his or her favorite Power Ranger. The site will also include a dedicated show page featuring videos, photo galleries, a quiz, a villain flipbook, message boards, as well as cast and character bios.

Produced by Saban Brands LLC and Power Rangers Productions Ltd, *Power Rangers Samurai* is Executive Produced by Jonathan Tzachor (from the original series). Following its introduction in 1993, *Power Rangers* quickly became the most watched children's television program in the United States. Emphasizing the importance of teamwork, responsibility and helping others by following the adventures of a group of ordinary young people who "morphed" into superheroes, the series was seen in more than 60 countries and translated into numerous languages. It rose to rank as the #1 boys brand in the world from 1993-97, based on toy sales and television ratings. To date, *Power Rangers* licensed products and promotions have generated well over \$5 billion in retail sales worldwide. For more information go to www.powerrangers.com

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 14-16, 2011.

About Saban Capital Group

Saban Capital Group ("SCG") is a leading private investment firm based in Los Angeles specializing in the media, entertainment and communications industries. Established in 2001 by Haim Saban, the firm makes both controlling and minority investments in public and private companies and takes an active role in its portfolio companies. 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). Saban Brands LLC, an affiliate of SCG, was formed in 2010, to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally. In addition, SCG actively manages a globally diversified portfolio of investments across public equities, credit, alternative investments, and real property assets. For more information, please visit www.Saban.com

About Nickelodeon

Nickelodeon, now in its 31st 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, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA - News, VIA.B - News).

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